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“Not My Kid” on 420

***notMYkid.org focuses on parent awareness and prevention
of teen substance abuse –***

Providing information and thousands of free home drug tests to parents

Phoenix, Ariz. (April 12, 2012) – When Richard was 18 he tried marijuana for fun with a new group of friends. In the weeks that followed, he tried ecstasy, cocaine and meth. Within a month of smoking pot for the first time, he was doing heroin – and his parents had no idea. Over time, he went from successful student and competitive dancer to fugitive, then inmate. His family feared he was dead. While Richard’s progression to addiction was exceptionally rapid, it illustrates the dangers kids face every day.

On April 20 (420), also known as “National Get High Day,” many kids around the world will try a variety of drugs for the first time and parents need to understand the profound risks.

National non-profit notMYkid.org, which focuses on preventing the devastation of teen addiction, is launching a parent awareness and prevention campaign on the surprising dangers of the 420 culture, which most parents do not even know exists. Most are also unaware the average age for first-time drug experimentation is 13 and if a child starts using drugs, it is typically two years before parents realize there is a problem.

Frighteningly, addictive substances physically alter the structure and function of the developing teen brain, which impairs judgment and heightens the risk of addiction.

“Talking to your kids is only the first step,” said Debbie Moak, founder of notMYkid and a mother who faced her own teen son’s addiction. “We need parents to take action by getting on

the same page, setting consistent boundaries, testing their kids, participating in their lives and most importantly, serving as positive role models. Through years of experience, notMYkid has found utilizing a drug test in the home helps kids avoid peer pressure situations by empowering them to say ‘I can’t, my parents might drug test me.’”

Through partnerships with Rural/Metro, a leading provider of private ambulance and fire protection services, and First Check, the leader in home diagnostic testing, **notMYkid will distribute thousands of free home drug tests to parents on Thursday, April 19.** Distribution sites will be at designated Rural/Metro locations in San Diego, Orange County and Los Angeles County, Calif., metro-Phoenix, metro-Atlanta, Orlando and Sumter County, Fla., Rochester and Syracuse, N.Y. and Knoxville, Tenn.

“As 911 responders, our work focuses on the health and safety of the citizens we are called to serve, and it breaks our hearts to see kids lose their lives to drugs,” said Rural/Metro President and Chief Executive Officer Michael DiMino. “We have chosen to partner with notMYkid to serve, educate and protect families and to encourage parents to take a proactive stance when it comes to teens and drugs.”

notMYkid’s peer-to-peer program sends young adults who have overcome life-controlling addictions and behaviors into the community to share their stories, an effort making a significant difference in young lives. Every year, notMYkid speaks to more than 100,000 kids and tens of thousands of parents. **Richard lost seven years of his life to drugs. Since his recovery, with help from notMYkid and his family, he now shares his story as a notMYkid peer educator.**

For more information on 420, the warning signs of teen drug addiction and advice on developing a family drug prevention plan, visit www.notMYkid.org.

About notMYkid

Founded in 2000 by Debbie and Steve Moak to share their family’s experience with teen addiction, **notMYkid** is a Phoenix-based national non-profit dedicated to inspiring positive life choices by educating individuals and communities about the consequences of destructive youth behaviors such as substance abuse, eating disorders, binge drinking, bullying, depression and internet safety. In an effort to promote prevention messages, notMYkid increases awareness of the challenges kids face, provides information and offers resources to support the success of students, families and educators. For more information visit www.notMYkid.org.

About Rural/Metro

Rural/Metro Corporation is a leading national provider of 911-emergency and non-emergency interfacility ambulance services and private fire protection services in 20 states and approximately 475 communities throughout the United States. Rural/Metro's EMS professionals provide more than 1.3 million ambulance transports, and its firefighters respond to more than 60,000 calls for assistance each year. For more information, visit the Company's web site at www.ruralmetro.com.

About First Check

First Check Diagnostics Corp. is a leading manufacturer of home diagnostic test kits. The First Check® Home Drug Test portfolio includes a full range of products, from a marijuana home drug test to a test for prescription drug use. First Check is committed to leading the market in both home testing for drug use and home testing for general health concerns. For more information about the First Check product line, please explore the company's website at www.firstcheckfamily.com. For product-related questions, please call 1-888-788-5716.