

## **SAMPLE D.A.R.E. DAY NEWS RELEASE**

FOR IMMEDIATE RELEASE

For Further Information:

(Date) (Your name)

(Your daytime telephone number)

### **(YOUR CITY) CELEBRATES NATIONAL D.A.R.E. DAY; LOCAL GRADUATES ENCOURAGE OTHERS TO RESIST DRUGS AND VIOLENCE**

(City/State) – Students from (number) local schools joined with millions of children nationwide today to celebrate National D.A.R.E. (Drug Abuse Resistance Education) Day.

In (your city), celebrations were highlighted by (name your event) where more than (number) local students reaffirmed their commitment to resist drugs and avoid violence.

“Since our local schools and police officers joined together (number) years ago to bring the D.A.R.E. program to (name of community), we have seen a significant drop in the drug use among (age group),” said (mayor/local dignitary), (title). “D.A.R.E. is a program that clearly works. We are delighted to be a part of today’s nationwide D.A.R.E. celebration and grateful that our young people have opportunity to grow up in a drug-free environment.”

President Bush signed an official congressional resolution declaring April 14th National D.A.R.E. Day. Across the country, D.A.R.E. graduates are commemorating National D.A.R.E. Day with parades, picnics and other community events.

The D.A.R.E. program was established in 1983 in Los Angeles. Since then, it has become the largest and most comprehensive drug education and violence prevention program in the world, positively impacting 36 million kindergarten through 12 grade students in 300,000 classrooms each year.

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## **SAMPLE D.A.R.E. DAY NEWS RELEASE (Cont.)**

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(Your City) Celebrates National D.A.R.E. Day

The D.A.R.E. curriculum is now taught in all 50 states and 54 countries around the world.

“The police officer-led D.A.R.E. program has proven to be effective in decreasing drug and alcohol use and kids’ respect for police officers,” said D.A.R.E. America President and CEO, Charlie Parsons. “We are doing everything we can to assure a drug-free future for this next generation of young people.”