



The Partnership for a Drug-Free America
6th Annual Gala

Promise of Partnership
Healthy Families, Healthy Futures

Honoring
Sir Howard Stringer
 Chairman & CEO, Sony Corporation

Chairs

Roy J. Bostock
 Chairman
 Northwest Airlines
 Chairman
 Yahoo! Inc.

Mel Karmazin
 CEO
 SIRIUS Satellite Radio

John J. Mack
 Chairman & CEO
 Morgan Stanley

Leslie Moonves
 President & CEO
 CBS Corporation

Richard D. Parsons
 Chairman of the Board
 Time Warner Inc.

Brian L. Roberts
 Chairman & CEO
 Comcast Corporation

Pioneer Award

**The Robert Wood
 Johnson Foundation**

Opening Speaker

Joel I. Klein
 Chancellor
 NYC Department of Education

Thursday, December 11, 2008

**The Waldorf=Astoria
 New York City**





The mission of the Partnership for a Drug-Free America is to reduce illicit drug use in America and help people live healthy, drug-free lives.

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Begun in 1987, the Partnership for a Drug-Free America is best known for its national education campaign to reduce illicit drug use. Our first 20 years have been marked by extraordinary volunteerism that has made a significant impact on the lives of American families. With the help of advertising agencies creating messages at no cost, actors donating their time and talent, and media organizations giving visibility to our ads on TV, radio, Internet and print, the Partnership has effectively reduced the use of cocaine, heroin, ecstasy and marijuana.

Over these years, however, the Partnership has developed into much more than a successful advertising campaign. We have also become an important voice for parents and families who want to keep their children healthy and safe from the dangers of drugs and alcohol.

As we enter our third decade, parents' needs are growing. The abuse of prescription and over-the counter drugs is now fully entrenched in teen culture. The Internet has become another avenue for buying illicit drugs. Parents have told us that they need and want more than just information; they need and want practical tools and personal support to help them understand the real threats their children face and help them engage their kids in a meaningful way. They want to be connected with other parents and experts in the field. Given the demands on parents today, they need this assistance on their own terms and on their own time.

That is why the Partnership has renewed and deepened its focus on truly empowering parents and other caregivers to successfully address drug and alcohol abuse in their kids and teens – integrating the latest science and research with the most effective communication techniques to provide parents with tools, resources and support. We are creating a place where parents can come to get information and help, network and build relationships, and make true connections with their peers as they seek to prevent and stop drug and alcohol use in their children.

Many new partners are helping the Partnership build this go-to resource for parents on the drug issue. The Treatment Research Institute, a world leader in substance abuse research, is working with us to apply the latest science about what parents can do to prevent, intervene early and find treatment for substance use in their children – so it makes a real difference in parents' lives. Other organizations serving parents and kids, including the Boys & Girls Clubs of America, the YMCA of the USA, the National PTA and the National Association of School Nurses are helping us reach millions of families around the country. Major media companies are donating valuable time and space to get our message across. Other corporations, along with foundations and individuals, are generously supporting this important work. We are deeply grateful to all who have brought us here by contributing their time, talent and financial resources, and look forward to continued support as we leverage 20 years of learning to make a greater difference than ever before with America's families.

While much good has happened in the Partnership's first two decades – most notably a reduction in illicit drug use by nearly a third – the threat posed by drugs and alcohol to our young people continues to evolve and require new strategies and solutions. The big difference in the years to come will be that parents *for the first time* will have a genuine partner in all of their efforts to keep their families healthy, safe and drug-free.

Promise of Partnership

Healthy Families, Healthy Futures



The Partnership for a Drug-Free America 6th Annual Gala

Honoring Sir Howard Stringer
Chairman & CEO, Sony Corporation

Thursday, December 11, 2008

Reception 6:30pm

Dinner & Program 7:30pm

The Waldorf=Astoria, New York City

Business Attire/Festive Dress

Our annual gala is vital to the Partnership's research and education programs and is an enjoyable, meaningful and anticipated event for our guests. Our honorees in past years include:

2003 James E. Burke, Chairman Emeritus, Johnson & Johnson

2004 Tom Brokaw, Anchor, NBC Nightly News

2005 Ralph & Brian Roberts, Founder/Chairman & CEO, Comcast

2006 Allan H. (Bud) Selig, Commissioner of Major League Baseball

2007 William C. Weldon, Chairman & CEO, Johnson & Johnson

2007 Gala Highlights

Promise of Partnership *Healthy Families, Healthy Futures*



Honoree
William C. Weldon
President & CEO
Johnson & Johnson

Gala Chairs



Victor F. Ganzi
President & CEO
Hearst Corporation



Risa Lavizzo-Mourey
President & CEO
Robert Wood
Johnson Foundation



Robert W. Scully
Co-President
Morgan Stanley



Sir Martin Sorrell
Group Chief
Executive
WPP



**Mistress of
Ceremonies**
Hannah Storm
Co-Ancor
CBS, The Early Show

Pioneer Award **MetLife Foundation**



Roy Bostock, Partnership
Chairman (*right*), presents
William Weldon (*left*) with the
honoree award.



Steve Pasierb, Partnership President & CEO,
Hannah Storm, Gala MC,
Roy Bostock.



Steve Pasierb presents the
Pioneer Award to Sybil Jacobson,
President & CEO, MetLife
Foundation, who accepts on behalf
of MetLife Foundation .

2005 Gala Highlights

**MAKING A DIFFERENCE
THIRD ANNUAL GALA**

Honorees



Ralph J. Roberts
Founder
Comcast Corporation

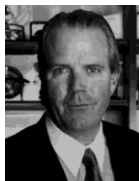


Brian L. Roberts
Chairman & CEO
Comcast Corporation

Chairs



Geraldine B. Laybourne
Chairman & CEO
Oxygen Media



James B. Lee, Jr.
Vice Chairman
JPMorgan Chase & Co.

Mistress of Ceremonies



Paula Zahn
Anchor
CNN's "Paula Zahn Now"

2006 Gala Highlights



Honoree



Allan H. (Bud) Selig
Commissioner of Baseball

Chairs

Fred Wilpon
Chairman & CEO
New York Mets



Jerry Reinsdorf
Chairman
Chicago White Sox
Chicago Bulls



George Bodenheimer
Co-Chairman
Disney Media Networks
President
ESPN, Inc and ABC Sports



Anne Sweeney
Co-Chair
Disney Media Networks
President
Disney-ABC Television Group

Mistress of Ceremonies



Diane Sawyer
Co-Author: ABC News, "Good
Morning America"

Pioneer Award Recipients

American Association of Advertising Agencies

Thomas S. Murphy
Chairman & CEO Emeritus
Capital Cities/ABC, Inc.

Daniel B. Burke
Retired President & CEO
Capital Cities/ABC, Inc.