

Partnership Gala Attracts 850 Guests to Honor the Roberts of Comcast

The Partnership's third annual *Making A Difference* gala honoring Comcasts Ralph and Brian Roberts was a resounding success. More than 850 guests attended the December 8th event at New York's Waldorf=Astoria. The evening generated approximately \$2 million to support the Partnership's programs for children, parents and families.

I'm delighted that Comcast and the Partnership have joined together to help children understand that illegal drug usage is a path to destruction and to help parents understand that they have to be involved in their kids' lives, said Honoree Ralph Roberts. [These messages] are more relevant today than ever.

Chairing the gala were Geraldine B. Laybourne, chairman & CEO of Oxygen Media and James B. Lee, Jr., vice chairman of JPMorgan Chase & Co. CNN Anchor Paula Zahn served as mistress of ceremonies. A special guest appearance was made by New York City Mayor Michael R. Bloomberg. Closing out the night were Partnership Parent Partners Kim and Marissa Manlove, who shared a powerful story about losing their son in a drug-related death. For more information about the Manloves, see Kim Manlove's weblog at www.drugfree.typepad.com. For more information on the gala, contact Josie Feliz at the Partnership at 212.922.1560 or josie_feliz@drugfree.org.



From left to right: Ralph Roberts, Geraldine B. Laybourne, Paula Zahn, Partnership Chairman Roy Bostock, Brian Roberts and James B. Lee, Jr. at the Waldorf=Astoria on December 8th.

Partnership Launches Meth-Targeted Communications Campaign

The Partnership, under a grant from the Office of National Drug Control Policy (ONDCP), unveiled a new media campaign targeting the illicit drug methamphetamine (meth). Designed to mobilize individuals and local community groups to reduce meth use at the local level, the new effort launched on November 14th in Springfield, Missouri. Missouri leads the nation in clandestine meth lab seizures.

The advertising component of the campaign combines real-life stories of people impacted by meth with scenarios that depict the unique secondhand threat meth poses to communities at large. The ads direct audiences to comprehensive resources on the Partnership's Web site, www.drugfree.org/meth. The advertising campaigns were created pro bono for the Partnership by two agencies, Leo Burnett of Chicago and J. Walter Thompson of New York.

The campaigns will run in Atlanta, Austin, Cedar Rapids, Charlotte, Chicago, Dallas, Denver, Des Moines, Grand Rapids, Miami, Pittsburgh, Louisville, Minneapolis, Portland, Raleigh-Durham, Sacramento, Salt Lake City, San Antonio, San Francisco, Seattle, Savannah, and Tampa/St. Petersburg by the end of December. The ads will be distributed throughout the country by the end of January 2006. Nationwide, approximately 12 million people have tried meth at least once, with 1.4 million people reporting use in the past year. For more information about methamphetamine, please visit www.drugfree.org/meth. For more information about the campaign, contact Mike Townsend at the Partnership at 212.922.1560 or mike_townsend@drugfree.org.

New Partnership Campaign Urges Teens to Stay Above the Influence

The Partnership and the Office of National Drug Control Policy (ONDCP) launched a new teen-targeted drug education campaign aimed at teens aged 14 to 16, encouraging them to live above the influence and reject illicit drug use. Backed with at least \$50 million in media exposure via the National Youth Anti-Drug Media Campaign, Above the Influence launched on November 2 with a powerful series of television, print and interactive advertisements. The Above the Influence messages tap into the power teens gain when they resist negative influences that compromise their values and aspirations. Foote Cone & Belding created the series of advertisements as a pro bono agency of the Partnership.

Research with teens illustrates clearly that they aspire to have their own identity and not give in to all the pressures in their lives, said Roy Bostock, chairman of the Partnership. The Above the Influence campaign conveys respect for teen desires to resist negative influences.

The campaigns Web site www.AboveTheInfluence.com addresses a variety of pressures teens face. The site includes interactive features to engage visitors such as quizzes, games and blog icons to share with friends. *For more information on the National Youth Anti-Drug Media Campaign, visit www.MediaCampaign.org.*

Partnership Honors Members of Congress with 2005 Guardian Awards

The Partnership awarded 19 members of Congress with the 2005 Guardian Award at a recent ceremony held in the United States Capitol in Washington, D.C. Partnership Chairman Roy Bostock personally presented the awards in recognition and appreciation of members of Congress who have shown outstanding leadership on the drug issue.



Partnership President & CEO Steve Pasierb, Guardian Award recipient Senator Orrin Hatch (UT) and Partnership Chairman Roy Bostock at the United States Capitol in Washington, D.C.

These members of Congress are true guardians of children, families and communities throughout America, said Bostock. The safety and health of Americas youth have always been of the greatest concern to them and we thank them for their efforts on behalf of all Americas children.

Recipients included U.S. House Speaker Dennis Hastert (IL), Senator Joseph Biden (DE), Senator Conrad Burns (MT), Senator Christopher Kit Bond (MO), Senator Hillary Clinton (NY), Rep. Elijah Cummings (MD), Rep. Tom Davis (VA), Senator Pete Domenici (NM), Senator Charles Grassley (IA), Senator Orrin Hatch (UT), Rep. Joseph Knollenberg (MI), Rep. Rick Larsen (WA), Senator Patty Murray (WA), Senator Charles Schumer (NY), Rep. Mark Souder (IN), Senator Arlen Specter (PA), Senator Ted Stevens (AL), Rep. John Sweeney (NY) and Rep. Frank Wolf (VA). *For more information, contact Nupur Vyas at the Partnership at 212.922.1560 or nupur_vyas@drugfree.org.*

Partnership People

Kristi Rowe has been promoted to vice president, director of content development **Shirley Stevens-Cotton** has been named deputy director, information technology **Kevin Collins** was named deputy director, Methamphetamine Demand Reduction Program **Jesse Marquez** was promoted to accounting coordinator.

New to the Partnership Family

Diane Whitty, formerly of the U.S. Fund for UNICEF, has joined the Partnership as senior advisor to the president on development issues **Hallie Deaktor**, formerly of Time, Inc.s *Popular Science* magazine, joins as deputy director of public affairs, Methamphetamine Demand Reduction Program **Caryn Pace**, formerly of Margeotes Advertising, is the new associate director of creative development **Shannon Danzy**, formerly of the U.S. Fund for UNICEF, became assistant director of planning and research **Donna-Maria Harris**, formerly of Partnership for a Drug-Free North Carolina, joined as regional manager **Becky Vance**, formerly of Drug-Free Business Houston, is a new regional manager **Maria Perez**, formerly of Barclays Capital, became administrative assistant in the program management group.



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The Partnership is a 501(c)3 nonprofit organization. Your generous gift enables us to reach more kids and parents with life-changing information. Please contribute today at www.drugfree.org or call 1.888.575.3115.