

---

# NEWS

---

CONTACT: ELIZABETH WILKINSON  
(602) 957-8881

FOR IMMEDIATE RELEASE  
February 10, 2009

## **THE PARTNERSHIP FOR A DRUG-FREE AMERICA, ARIZONA AFFILIATE ANNOUNCES *PARTNER UP, ARIZONA*<sup>TM</sup> WEEK**

### **Kicks off week with inaugural dinner**

The Partnership for a Drug-Free America, Arizona Affiliate announces the establishment of *Partner Up, Arizona*<sup>TM</sup> Week in Arizona from February 8 – 14. *Partner Up, Arizona*<sup>TM</sup> Week is designed to draw attention to the alarming trend of prescription drug abuse by teenagers and to increase parent/teen conversations about the issue.

The weeklong celebration kicks off with the Inaugural *Partner Up, Arizona*<sup>TM</sup> Dinner on February 6, during which the organization will honor Todd Davis, CEO of LifeLock, Inc., Laurel Prieb, VP of Western Operations and Special Events for Major League Baseball, and Jay Bell, former Arizona Diamondbacks short stop and second baseman. Tickets are available for the western-themed event at [www.PartnerUpAz.org](http://www.PartnerUpAz.org).

“The phrase ‘Partner Up’ is a call to action for Arizonans to become engaged on this issue and to protect their families,” said Devon Engel, chairman of the board for the Partnership’s Arizona Affiliate. “We hope that through the use of our website, [www.PartnerUpAz.org](http://www.PartnerUpAz.org), and the observation of *Partner Up, Arizona*<sup>TM</sup> Week, parents will do three things. The first is to educate themselves about the types of prescription drugs kids are abusing. Second, talk with their children about the risks of abusing prescription medication. Number three is to safeguard their medicine cabinets and ask their family and friends to do the same.”

In addition to the *Partner Up, Arizona*<sup>TM</sup> dinner, which is co-chaired by Michelle Petersen of Strategic Learning Solutions and Gary Woods of LifeLock, other events throughout the week include:

- Legislators will receive a “message in a bottle” emphasizing the latest alarming trend amongst Arizona teenagers – prescription drug abuse
- Discounted ticket prices for the Feb. 12 Phoenix Coyotes game are available
- Parents can download the Partnering with Families<sup>TM</sup> guide at [PartnerUpAz.org](http://PartnerUpAz.org)
- Children and teens can take the drug-free pledge

- Teens can enter the Partnership's "Above the Influence" contest with a chance of winning \$500

Proclamations by Governor Jan Brewer and city mayors proclaim February 8<sup>th</sup> -14<sup>th</sup> as *Partner Up, Arizona*<sup>TM</sup> week and urge all Arizonans to support healthy living and drug-free kids through prevention and education.

**About The Partnership for a Drug-Free America**

*The Partnership for a Drug-Free America was formed in 1986 by the communications industry to educate children, parents and communities about the consequences of illicit drug use and the benefits of living drug-free. The Partnership is highly regarded for its proven effective media campaigns and public awareness programs. Independent studies from academia, business and science document the profound impact of The Partnership's programs on attitudes and behavior.*

*The Arizona Affiliate was established in 2003 to carry out The Partnership's mission to reduce illicit drug use in Arizona while meeting the unique needs of communities. Through its programs, the Arizona Affiliate inspires and empowers Arizonans to join in a united effort to prevent illicit drug use among teens through community-based education. The Partnership is a non profit 501-c-3 organization.*

*For more information, visit the Affiliate website at [www.PartnerUpAz.org](http://www.PartnerUpAz.org).*