



MEDIA ALERT

Community Coalition for Leeds, Grenville & Lanark Counties

An initiative to promote a healthy, drug-free lifestyle.

Racing Against Drugs is a community – based drug/alcohol awareness program. The primary objective of this program is to inform grade 4/5 students of the negative impact of alcohol and drug use; risk-taking, decision-making and refusal skills; and alternative activities for a healthy lifestyle. It was originally developed in 1994 through a partnership of the London RCMP, the Ford Motor Company and the former London Board of Education.

Racing Against Drugs will be coming to Smiths Falls on May 27 – May 29, 2008 and will take place at the Smiths Falls Curling and Squash Club. Over 1600 students from the Leeds, Grenville and Lanark areas will take part in this exciting and innovative program.

Dignitaries from each sponsoring organization and the media are invited to attend the **Opening Ceremonies**, which will take place **Tuesday May 27, 2008** at 1:30 p.m. See the agenda below for more detailed information.

- 12:30 p.m.** The session begins. Students will arrive and begin participating in 7 minute long pit stops.
- 1:30 p.m.** Dignitaries and the media are invited to attend the event to observe the last few pit stops sessions.
- 1:45 p.m.** A brief presentation will occur that will formally begin the event.
- 1:50 p.m.** **THE FINAL RACE.** This will have teachers from the participating schools race remote control cars on the big oval track.

Pit Stops tell students the anti-drug, smart risk-taking story.

This drug education initiative utilizes the exciting and high – profile sport of auto racing to capture the attention of young people. It delivers the message that in this sport there is no room for error or impairment. Each Racing Against Drugs event provides up to 30 different learning opportunities or “pit stops” from Police, Fire, Ambulance, Public Health, Addictions agencies and many other community partners. One pit stop may demonstrate the effects of drinking and driving, while another may introduce students to the effects of alcohol on an unborn child, yet another may show how using drugs can interfere with one’s ability to succeed in

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a certain sport. Experience shows that the racing environment captures and holds the attention of young people. They listen and absorb the anti-drug message.

An event such as this takes a lot of support from the community to make it a success. The Racing Against Drugs Community Coalition for Leeds, Grenville & Lanark is proud to have sponsorship from the following organizations:

Falls Insurance Brokers
The Dairy Producer Committees of Leeds, Grenville and Lanark
Kudrinkos, The Country Grocer
The Kinette Club of Brockville
Kinsmen Club of Smiths Falls

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Contact:

Lucia Taggart, Public Health Nurse, Coordinator,
Smiths Falls FOCUS Community Coalition
(613-283-2740)

Melanie Ramsay, Public Health Nurse,
Leeds, Grenville & Lanark District Health Unit
(613-283-2740)