

*For Immediate Release – May 13, 2013*



## **AMISTADES, INC. HELPING FLOWING WELLS STUDENTS TAKE CONTROL AND LIVE FREE OF DRUGS & ALCOHOL**

**TUCSON, AZ** - PSA's created by Flowing Wells High School students will begin airing on Cox, Comcast, and Azteca this month. Approximately 100 students in grades 9-12 participated in prevention training by Amistades, Inc. during their 2<sup>nd</sup> semester Media Arts class. The training taught them about the dangers of drugs and alcohol. Students competed with one another by creating their own PSA's highlighting the risks of underage drinking, prescription drugs and marijuana use. Winning PSA's will air through December.

This school-based prevention initiative has been popular with students, parents, and Flowing Wells administrators. Student participation increased by 60% this year as a result of the impact of this public awareness project in previous years. The Take Control and Live Free project stems from the Sober Truth on Preventing Underage Drinking Act, a federal initiative by the U.S. Department of Health and Human Services. Amistades, Inc. administers one of only two of these federal grants in the state of Arizona.

"The partnership between Amistades and Flowing Wells High School shows that schools, students, and parents are interested in raising awareness," stated Ricardo Jasso, CEO of Amistades, Inc. Filmmaking Teacher at Flowing Wells High School, E. Anna Lyman said, "Amistades gave us a really good outlet for developing students' video editing skills in a way that could really make a difference in the community."

Cox Communications has spearheaded the public awareness project by serving as one of its media partners, providing fiscal and in kind support. "Cox supports hundreds of programs impacting youth across Southern Arizona each year. We are especially proud to support Amistades' Take Control Media Arts Project! Thank you Amistades for empowering youth to engage as active participants in facing the most serious issues in our community," said Dina Scalone-Romero, Community Relations Manager. Another strong media partner of the Live Free and Take Control project has been Comcast Tucson. "We are proud that the students are passionate about ending substance abuse and want to share these messages with their fellow students," said Alan Price, General Manager of Comcast Tucson. "Comcast has a great opportunity to share these students commercials to start discussions at home." A Spanish version of the PSA's will be aired on Azteca Tucson 14. The business sector of the community also recognizes the importance of bringing these critical topics to the forefront of the war on drugs. "Pima Federal Credit Union is proud to contribute to worthy causes that encourage awareness and education in the community through Flowing Wells School. It is our pleasure to be able to help the students through monetary donations, which allows programs such as these to exist," said Caroline Barragan, Business Development Officer.

Amistades, Inc. is a non-profit, 501 (c)(3) substance abuse prevention and community development organization serving the growing Latino population in Pima County and Southern Arizona. The mission of Amistades is to provide culturally competent leadership in the prevention of alcohol, tobacco, and other substance abuse problems affecting Latino youth, families, and elderly. Aspects of the Amistades philosophy include promotion of youth development, reduction of risk-taking behaviors, and building assets and resilience. Visit [www.amistadesinc.org](http://www.amistadesinc.org) or [www.facebook.com/amistadesincasac](http://www.facebook.com/amistadesincasac) for more information.

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