

MEDIA *advisory*

FOR IMMEDIATE RELEASE

DRUG AWARENESS WEEK: “DRUGS AREN’T COOL”

(Thunder Bay, ON, November 19, 2007) The Drug Awareness Committee of Thunder Bay has partnered with the Sister Margaret Smith Centre and Quality Market to get the word out to kids that “Drugs Aren’t Cool” during Drug Awareness Week, November 19 to November 25th 2007.

Over 500 Grade 5 students from across the city decorated brown paper shopping bags with the theme “Drugs Aren’t Cool” in hopes of reaching others with this important message. Participating classes and students had opportunities to win one of three Pizza Parties, and various individual prizes.

The contest targeted youth ages 10 to 11. Evidence shows that young people of this age begin to form opinions about behaviours such as drinking, smoking and using drugs that will impact their health over the course of their life.

The decorated bags will be on display all week at Quality Market in Centennial Square. Winners will be announced on Thursday, November 22 at 1 pm at Quality Market.

The remaining bags will be used for bagging groceries for shoppers at Quality Market (both locations) and will contain information to help parents and caregivers talk with their children about drugs and alcohol.



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