

Yce Sherlock

From:
To:
Subject:

Hill, Terri [Terri_Hill@drugfree.org]
Friday, October 17, 2003 11:55 AM
Localism
WXLV / WUPN supports PDFNC/PDFA

To Whom It May Concern:

It is with heartfelt appreciation, that I am writing to advise you of the wonderful support that WXLV/WUPN in Winston-Salem, NC continues to provide to Partnership for a Drug-Free America (PDFA) and North Carolina (PDFNC). Not only is the public service announcements regularly running, but these stations have committed tremendous efforts to involving local businesses from the W-S and Greensboro areas to support these drug prevention messages through cause related marketing. These efforts are ensuring great exposure of the Partnership's anti-drug messages to our target markets... Teens and Parents, resulting in better educated parents and helping teens to make the right decisions about ever trying drugs. The 2002 RoperASW survey indicates that teens that see or hear anti-drug ads at least once a day are up to 38% less likely to use drugs. Without the commitment and dedication from WXLV/WUPN, our valuable messages would go unseen by many in the W-S and Greensboro viewing area. Thank you for your time, Sincerely,

Terri

Terri L. Hill [PARA] Regional Manager [NL] Partnership for a Drug-Free America [NL] 10111 Hanover Hollow Dr. [PARA] Charlotte, NC 28210 [NL] 704-752-0830 [NL] Mobile: 704-277-6906 [NL] email: terri_hill@drugfree.org [PARA] [PARA] The Partnership for a Drug-Free America exists to help kids and teens reject substance abuse by influencing attitudes through persuasive information.

Visit our new anti-Ecstasy microsite at <http://www.drugfree.org/microsite/xtc/index2.html>