

WE'VE HIT OUR LOWEST POINT IN A *DECADE*.

Thank you.

Thanks to the support of corporate America, we're winning. Research shows that drug use among young teens is at the lowest level in a decade.[†] The National Youth Anti-Drug Media Campaign and the long-standing efforts of local, state, federal, public health and other organizations have helped to make this happen.

The assistance from the campaign's corporate partners over the last five years has been invaluable. From media companies to manufacturers to retailers – all have stepped up to the challenge.

You've donated more than a billion dollars in advertising time and space, promoted drug prevention in your retail locations, and created workplace programs to educate employees on how to keep their kids off drugs.

You've developed innovative marketing

efforts and youth promotions to reach kids and parents in unexpected – and effective – places. You've lent your creative talents for commercials and print ads through the Partnership for a Drug-Free America® and the Ad Council. And you've supported and joined local anti-drug coalitions – working with law enforcement and community leaders to really make a difference in your own neighborhoods.

Nobody made you do it. It was a choice that each individual organization made.

For your time and your talent, your hard work and financial generosity, the Office of National Drug Control Policy sincerely thanks you.

For your part in our ongoing fight to save countless kids' lives from the destructive effects of drug abuse, no amount of thanks will ever be enough.

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THANK YOU
but THAT WOULD BE SO UNCOOL.

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