

Media Release

FOR IMMEDIATE RELEASE

October 25, 2011

Media Contact: Eden Clark (904.880.9595)

eden@daiglecreative.com

400 Students to Stomp in Drug Free Commitment Parade

Elementary Kids Taking a Stand in Community with History of Drug Problems

JACKSONVILLE, FLA. – More than 400 local elementary students will march through a community known for its struggles with drugs and violence to show their commitment to being drug free. The students from Saint Clair Evans Academy will take part in the “Stomp Out Drugs” parade as part of National Red Ribbon Week. This is the fifth year the parade is being held at the school.

When: Thursday, Oct. 27 from 9:30 – 10:15 a.m.

Where: Saint Clair Evans Academy. 5443 Moncrief Rd, Jacksonville, FL 32209.

Students will parade from the school and through the Hill Top Village Apartment Complex. The complex is a HUD-subsidized low-income housing complex, and the community has struggled with the drug culture and its violent consequences. The Communities In Schools program at Saint Clair Evans serves many children who live in public housing, so some of the kids who will be marching are also residents of the Hill Top apartments they will be parading through.

Saint Clair Evans cheerleaders and the Raines High School band will perform as the children march through the parade route. Many people living in the neighborhood are known to come out and wave and cheer to support the children.

Communities In Schools Site Coordinator Teneshia Durham is coordinating the event. She says the parade is meant to raise community awareness about the dangers of drugs and provide early prevention education to the students.

“The march symbolizes the community’s commitment to stomping out drugs,” Durham said. “Our entire school marches behind the students to reinforce this commitment. It inspires hope in the community to see young kids learning about the dangers of drugs and the importance of avoiding them in order to have a successful future.”

Red Ribbon Week is America’s oldest and largest drug prevention program. Approximately 80 million people in communities across the United States take a stand against drugs and show the benefits of living a drug-free, healthy lifestyle.

###

Communities In Schools is the most effective model for increasing graduation rates and reducing dropouts. Established in 1989, the Jacksonville affiliate of this national program serves more than 7,000 students in 60 schools with mentoring, scholarship, literacy, enrichment and after-school programs.

