

Hi Everyone,

I wish I didn't have to write this email. It's about a subject I'd rather not think about—and one I'm sure you'd rather not read about.

But as we've all come to realize, it's one we simply cannot ignore.

You see, our children are surrounded every day with images, music and more celebrating drug and alcohol use. They know other kids—kids that everyone thinks are good kids with a bright future—who use drugs.

Right here in our close-knit community, our kids are being exposed to highly addictive substances on a regular basis.

We know we've raised good kids. We know we can count on them to say "no" to these things.

How many times must our children be exposed to drug and alcohol abuse before they decide that "just one time" won't hurt?

I'd like to think my kids will stand up to this pressure. That they can walk through the muck and mire of a drug infested world and keep themselves clean.

I believe that they are strong enough to resist. But as a parent, I can't just sit back and leave it to chance. I have to do everything in my power to help and protect them.

Did you know that a hit of heroin sells for only **\$7?** It used to be that only hardcore addicts and street corner junkies used heroin. But today the government says it's one of the most common, widely available drugs for **high school students—like ours.**

It's cheaper than OxyContin, than cocaine—it's as cheap or cheaper than marijuana.

It's available. It's affordable. And it can destroy our kids' lives if it gets a hold of them.

Well, I'm not going to take even the slightest chance of letting that happen. And I know you won't want to, either.

That's why our school is partnering with The Council on Alcohol and Drugs to offer the Drug Free Family Plan.

This plan helps parents be proactive about preventing our children from ever taking that first hit.

It's **not** something you do if you suspect your child has a problem. It's something you do to make sure a problem never happens in the first place.

The Drug Free Family Program is based on sound research and years of successful experience in helping companies keep their employees clean. It's a plan that will help your family share more trust and help you worry less.

And when you buy your Drug Free Family Plan and enter our school, The Council on Alcohol and Drugs will return 7% of the proceeds to our school. So you'll not only be supporting your kids, you'll be supporting our school as well.

Ordering is completely secure, and your kit will be sent directly to you—neither I nor anyone else will know who signs up and who doesn't.

One of the most horrible things that can happen to a parent is discovering your teen has a drug problem that you knew nothing about. Taking steps to prevent it from ever starting can help guarantee that this will not happen to you.

[Click Here](#) to find out more about keeping your child drug free today.

Thanks,

Chairman

P.S. I almost hesitate to mention the fact that buying your Drug Free Family Plan will also benefit the school. You and I both know we could always use the money, and that a good fundraiser is always welcome. But really, that's not why I hope you sign up.

All the programs in the world won't mean a thing to our kids if they aren't here to benefit from them. Each and every one of these kids is precious. Let's join together to make *sure* none of them ever have to struggle with this issue.

[Click Here](#) to visit The Council on Alcohol and Drugs' website and find out all about the Drug Free Family Plan today!