



**THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS AND THE
FEDERAL DRUG ENFORCEMENT ADMINISTRATION (DEA)
COLLABORATE WITH FBE TO PREMIERE EMOTIONAL DRUG
AWARENESS CAMPAIGN**

**NEW ANTI-DRUG AWARENESS VIDEO HIGHLIGHTS
PRESSURES OF TEENAGE SUBSTANCE ABUSE**

ELKS Drug Awareness Program (DAP), the nation's largest all-volunteer drug education group, has partnered with the *Drug Enforcement Administration (DEA)* to launch a national anti-drug educational video "*Teens React To Conversations With Survivors of Addiction*", to spotlight the effects of drugs on teenagers. The video premiered today on FBE, a multi-platform digital studio that serves over 34 million subscribers. with additional content running on their Twitter and Facebook pages using hashtag **#ElksDAP** and **#DEA**.

*****Viewers can watch the full video using the following link:**

Youtube: https://www.youtube.com/watch?v=6WNjlc_P6O4

Or:

IG: <https://www.instagram.com/p/B5TxnIOAIJJ/>

Twitter: <https://twitter.com/SunnyDayEntert1/status/1199106886907265025?s=20>

Facebook: <https://www.facebook.com/104144524370404/posts/122340982550758?d=n&sfns=mo>

The video features teens and their parents watching interviews from a diverse group of adults who describe their journey into addiction and road to recovery. Once having seen the footage, the teens and their parents meet the interview subjects in person and further explore their experiences.

Ahead of the nationwide campaign, teens from all over the country participated in the *Elks* Anti-Drug Video Contest - the 2019 winning entry *Sunshine* by El Modena High School Sr. Sandy Beach, which elicited very strong and emotional reactions, was then watched by the teens, parents and individuals in recovery as seen in the video.

Following this, the group then engage in a candid and heartfelt discussion that is a must watch for parents and their children. It is at times lighthearted and other times heart wrenching as the parents, teens and people in recovery connect on a truly human level.

The video, while being very engaging also provides information for teens and parents on how to handle peer pressure, conversations with your kids, signs that someone you care about might have a problem and many other important subjects critical to keeping kids safe and drug free. The video also encourages parents, kids and teens to visit www.elkskidzone.com, the **Elks DAP** Kids site, www.justthinktwice.com, **DEA's** website for teens and www.getsmartaboutdrugs.com - **DEA's** website for parents, educators, and caregivers all of which provides access to a wide array of education and treatment resources. "FBE is dedicated to sharing stories that make an impact," said Marc Hustvedt, CEO of FBE. "Our wide array of content often ignites emotional responses and this effort really provided a human spotlight on a very serious issue. We look forward to sparking an important conversation with our community and draw attention to the powerful resources like **ELKS** and the **DEA** who are there to help. You are not alone."

The Project was once again created by Sunny Day Entertainment who has previously partnered with the **DEA** and **ELKS DAP** on several anti-drug videos with SMOSH in [2017](#) and [2018](#). The Elks have also created several comic books including ones with the New York Fire Department (FDNY) and Marvel which are available on www.Elkskidzone.com. **Kent Gade National Director** of The **Elks DAP** said *"The Benevolent and Protective Order of Elks is committed to finding unique and effective tools to provide education about illegal drug use and legalized drug abuse by our children and adults. We are very proud of our relationship with the Drug Enforcement Administration and excited to partner with FBE on this project!"*

"The **Elks** are outstanding, long-time partners with **DEA** in raising awareness about substance abuse and its destructive effects on families throughout the United States," said **DEA Acting Administration Uttam Dhillon**. "I commend the **Elks** for their continued efforts to engage as many teenagers and parents as possible to prevent drug addiction before it starts."

Sincerely:

Frank Burr

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