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## SUPPORT SKYROCKETS FOR GETTING KIDS NATURALLY HIGH

Local Producers of the Anti-drug **Natural High ® DVD Series** for Kids Featuring Tony Hawk, bands Switchfoot and POD Broke Remarkable Records through this Year's Fundraising Gala, Caribbean Jam!

**WHAT'S THE STORY:** October 18th 2008, La Jolla CA; Support for the Sundt Memorial Foundation (SMF) was at an all time high as friends and donors from across the country came together to celebrate the 2008 Fundraising Gala, Caribbean Jam! Many goals were met that night including the most funds raised in SMF history, a whopping \$200,000 for the *Natural High ® DVD Series*, as well as a striking climb in attendance selling out the event's 300 pre-registered tickets a few days prior. Media from every medium also participated in the event including coverage from CW News Channel 6 and Ranch & Coast Magazine.

The evening featured a silent auction, a seated dinner, and a live auction hosted by Celebrity Auctioneer, Bill Menish. The live auction was a huge success offering bidders a variety of travel packages and even 2 yellow Labrador puppies that graced the stage with their best paw forward. All-in-all the full live presentation along with Sponsor-A-School and Sponsor-A-State Ask brought in over \$130,000!

Towards the end of dinner, Founder, Jon Sundt, gave a heartfelt speech about the life drugs took with his two younger brothers and his desire to turn this tragedy in to something that can help others. Coupled with a powerful video highlighting thoughts and testimonials from students and teachers, this reminded attendees of the night's beneficial cause. The evening closed with the presentation of two Natural High Awards to double-platinum San Diego based band, Switchfoot, and a local student who exemplifies the Natural High Lifestyle and encourages others to do the same.

**WHY:** The annual event supports the distribution of the highly praised **Natural High ® DVD Series**. The Natural High DVDs take a NEW and DIFFERENT approach to keeping kids off drugs.

The DVDs are based on a simple principle-kid's peers and heroes influence them. They feature highly visible stars, such as skateboard champion Tony Hawk and multi-platinum rockers Switchfoot, who share their own natural high message about what it's like to live an exciting and successful life without drugs.

**The Foundation produces and distributes this DVD FREE OF CHARGE to every middle and high school in the country (over 114,000 schools) with a potential reach of 31 million children.**

With the evenings overall net income of \$200,000, the hopes of touching the lives of over 31 million students with their next DVD, Natural High 4, is getting closer to reality.

**MORE INFO:** The Sundt Memorial Foundation is a San Diego based 501c3 non-profit dedicated to inspiring kids to find their Natural High and reject drugs. For more information **please visit:** [www.NaturalHigh.org](http://www.NaturalHigh.org) or [www.SundtMemorial.org](http://www.SundtMemorial.org)

**CONTACT:** If you'd like more information about Sundt Memorial and the *Natural High ® DVD Series*, or to schedule an interview with Jon Sundt, please call (858) 551-7006 or e-mail Kelly at [kelly@naturalhigh.org](mailto:kelly@naturalhigh.org).