



Highly Inspired

My sister once said to me, "everything is okay because we are sisters." Siblings can do that; make you feel better about your whole life with just one comment, or make you forget why you were even mad in the first place with some silly joke. If we're lucky, we get to grow old with our siblings, encouraging us and sharing more special moments as time goes on. Sometimes however, life does not always turn out so fair, and people are left to grow old instead with just memories. Local La Jolla businessman, Jon Sundt is one of these individuals. After losing his two younger brothers to drugs 14 years ago, all that is left on this earth is their memory, yet that is exactly what fuels Sundt to make a difference.

The memory of Eric and Steven Sundt inspires Jon to protect other families and young people from being robbed of their siblings, son, daughters, and relatives by drugs and alcohol. Shortly after burying his two brothers Jon realized, "they might have steered clear of drugs had they seen and heard how drugs would affect their lives." This in turn started the Sundt Memorial Foundation, whose mission is to "change the hearts and minds of youth by encouraging them to make healthy choices and not use drugs." Since its incorporation in 1994, the Sundt Memorial Foundation has produced and distributed four educational films called *Natural High*® to over 100,000 schools free of charge, reaching millions of kids throughout the country.



These are not your typical substance abuse prevention films. The Natural High ® DVD Series focus on healthy activities, decision making, and peer and family relationships through the use of clean celebrities and athletes whom kids already know as their heroes. Talent in the past has included skateboard legend Tony Hawk, X-Games motorsports gold-medalist Travis Pastrana, Grammy-winning rockers Switchfoot, and Olympian snowboarder Kelly Clark, just to name a few. Jon says, "in order to say 'no' to something, you have to say 'yes' to something better. It is clear to me that everyone has something better to do than drugs." These role models effectively speak out to kids by showing them what that could be through their Natural High.

In September 2009, Sundt released it's latest film, *Natural High 4* featuring skateboarder Paul Rodriguez Jr., WNBA star Lisa Leslie, rockband Relient K and more. While every middle school received the DVD for free, the Sundt Memorial Foundation also encourages parents to purchase a copy at replacement cost and share the Natural High message with their kids in the privacy and comfort of a home environment. This is due largely to the fact that kids who learn about drug risks from their parents are up to 50% less likely to use. The Natural High DVDs come with a free video and downloadable discussion guide to help teachers and parents communicate and take the dialogue further. Just like one sibling can make everything better, one person can make all the difference in the life of a teen.

Join the effort to create the difference. To support the Foundation, purchase a DVD, or get involved visit www.naturalhigh.org.