



Celebrities Put Positive Spin on Living Drug-Free

APRIL 1ST, 2010--LA JOLLA, CA--The Producers of the highly acclaimed [Natural High DVD Series](#) are pleased to announce their expansion to [naturalhigh.tv](#), an online platform where teens can watch athletes and icons share what they do for a natural high instead of drugs. "Our hope is that the launch of the Natural High ® Online Film Series will give us an opportunity to talk to more teens, more often, inspiring a new culture that chooses to pursue their natural highs instead of drugs," says Michelle Ahearne, Executive Director of Natural High.

Natural High features drug free athletes, musicians, and celebrities such as Lisa Leslie, Relient K, Switchfoot, Timmy Curran, and Paul Rodriguez Jr. "What I like about Natural high is that the producers picked people who we, as kids, see and look up to. Seeing how they have overcome peer pressure and the temptation to do drugs, made me realize that I have no excuse but to follow in their footsteps. I now know that I can do whatever I want to do in life and I don't need drugs or anybody to tell me otherwise," said Megan, a student from Lake High School in Wisconsin.

Up until now, the natural high message was shared primarily in school, by educators, during Red Ribbon week and other drug prevention activities. Building on the success of the school-based program, the online series will now give students direct access to the impactful and encouraging content, any where and any time they want.

Natural High partnered further with award-winning director [Josh Landan](#) to bring these compelling stories and messages online. "Josh did an excellent job on Natural High 3 and 4 and is a perfect partner in our mission to influence the hearts and minds of kids," says [Jon Sundt](#), Founder of Natural High. In an effort to build more impressions, Jon and Josh built [naturalhigh.tv](#) so that teens can view fresh natural high vignettes, sign up for the newsletter, email the message to a friend, and review the films.

The first feature spotlights Professional Surfer Dillon Perillo and is presented by Rip Curl and DC Shoes. Dillon, a 19-year-old from Malibu, California, is ranked number two in North America on the pro junior series. In addition to being a standout competitor, Dillon is currently one of the faces of Rip Curl International in the USA and worldwide. Teens that take a minute to review the film and share with friends have a chance at winning [Rip Curl](#) and D.C. prize packs.

Over the last 14 years, Natural High has touched the lives of millions of kids across America through assemblies, educational materials, the Natural High® DVD Series and the soon to be online network. "Our goal is to influence as many teens as possible using the natural high message," says Sundt. "Launching [naturalhigh.tv](#) and the Natural High ® Online Series is the next logical step to reach a broader market on a universal platform."

For more information please visit [www.naturalhigh.tv](#).

###

For questions or interviews please contact Alex Chabot, at 858-551-7006 or alex@naturalhigh.org

