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Like-Minded Athletes and Musicians About to Make a Nationwide Impact with Natural High 4

Sept 20, 2009- (La Jolla, CA) Summer is officially over. For many this means no more staying up late, sleeping in late, or sinking your teeth in those big juicy watermelon slices. However, exams and homework aside, there is something to be excited for this school year. This month, every middle school in the country will be hit with the highly anticipated debut of “*Natural High 4*”, a substance abuse education film produced by the Sundt Memorial Foundation and sponsored by Nixon, an accessories company for the youth lifestyle market. *Natural High 4* features interviews with professional athletes, musicians and icons such as Paul Rodriguez Jr., Lisa Leslie, and Timmy Curran who enthusiastically share their decision to say “no” to drugs and “yes” to a passion that got them naturally high.

Since its incorporation, the Sundt Memorial Foundation has produced and distributed three Natural High ® films, with *Natural High 4* currently on its way to over 90,000 schools! Parents and teachers applaud the inspiring hard hitting messages and the students “ooh” and “ahh” as they watch their heroes and heroines do what they do best and talk tough about drugs. “The funny thing about high school is who you are and what you are in high school is not who you’re going to be for the rest of your life” Anna Rawson shares in *Natural High 4*. Matt Theissen lead singer of Relient K also chimes in saying, “It’s all about just figuring out who you are and who you want to be. And the sooner you do it the better. If I had to go back to high school, that’s the things I would change about myself, there’s no reason not to be confident.”

The Natural High ® DVDs were created after Founder and President, Jon Sundt, lost his two brothers tragically to drugs in the early 90’s. “It’s a shame to think that kids can grow up today never realizing that their heroes, the people that they look up, some of them are clean, some of them don’t choose drugs and alcohol, they never get that message they’re never told that,” Jon said. So Sundt decided to tell the message himself by marketing the decision to live drug free the same way soft drink and tennis shoe companies market their products; with recognizable role models who believe in the “goods” they are promoting.

Although schools will receive *Natural High 4* this fall at no cost, parents and youth organizations may order their own copy of *Natural High 4* for just a \$20 donation on www.naturalhigh.org. A complimentary discussion guide is included to help continue the dialogue after the credits roll. Teenagers have a plethora of passion, energy, and aspirations but unless they make the right choices, that can all slip a way. The time is now to harness their natural highs and show youth how to have a fun, successful, and exciting life with natural highs!