

## Hosted on YouTube, Teens Encourage Teens in National Video Contest

February 8<sup>th</sup> 2010 (San Diego, CA) - So you're surfing through YouTube one day when all of a sudden, you stumble across a video of a teenage boy rocking out on his drum set. "Another teen trying to make it big" you say to yourself, but as you become memorized by the trance of his impeccable beat, you notice this kid not only has talent, but his video has something different. Mixed within his drumming are pop ups with all sorts of statistics on drug use. Eventually his friend joins him and it switches to a guitar and vocalist duo. At the end of the video both teens proudly state, "Music and video games are how we choose to get high".

These two teens recently entered the *2010 Natural High Video PSA Contest*. Their video, "[our natural high. a public service announcement](#)" has a shot at winning \$100-\$300!! Created by Naturalhigh.org and hosted on YouTube, the 2010 Natural High Video PSA Contest is a chance for teens to share what they love to do instead of drugs and alcohol.

"I don't use drugs or alcohol because biking gets me naturally high," says Cody Johnson, Winner of the 2009 PSA Contest, from Canyon Crest Academy in San Diego. "For me mountain biking has kept me away from drugs and alcohol because being in a middle school where drugs are very prevalent, it gave me a chance to escape. It's not only healthy for me and my mom encouraged it, but it just made me feel good. Drugs and alcohol just slow you down."



The Natural High PSA Contest runs January 1<sup>st</sup> - May 1<sup>st</sup> 2010, leaving teens four full months to plan and shoot a 1-5 minute film. To qualify, students must be between the ages of 13-18 years old and answer the 3 questions found on <http://www.naturalhigh.org/psa.html> related to their natural high. Soundzabound is also offering participating teachers FREE access to their royalty free music library for use in student's PSA contest videos only.

"The goal is to have hundreds of teens producing similar videos to take a stand for living naturally high," says Kelly Rogers, Manager of Marketing and Communication at Natural High. "We want these videos to encourage teens who want to make the right choice, but feel alone in their decision to live drug free, due to what they see on television and in their local communities. The truth is, according to the 2009 [Monitoring the Future](#) survey, the vast majority of teens in the U.S. aren't using drugs, and actually disapprove of it. We want that reality to be reflected and shared, and what better way then peer-to-peer communication and YouTube's audience of millions."

Natural High, Producers and Distributors of the highly acclaimed Natural High<sup>®</sup> DVD Series, will sponsor and judge the contest. Their latest film, *Natural High 4*, released in September 2009, has already been seen by over 2 million kids and according to a recent survey, 77% of students said the film encouraged them to find a natural high and reject drugs and alcohol.

The Natural High<sup>®</sup> DVDs and PSA Contest are designed to support the social norms approach of promoting healthy choices. The social norms theory states that much of people's behavior is influenced by their perception of how other members of their social group behave. If people think harmful behavior is typical, they are more likely to engage in that type of behavior themselves. The problem is their perception of "everybody" is often incorrect. 86% of 8<sup>th</sup> graders in 2009 reported no past year drug use. Similar to the stars in the Natural High<sup>®</sup> DVDs, those teens with an alternative form of happiness, aka a natural high, are asked to share it not only for a chance to win, but to help other teens see the truth.

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