

Teen Climbs His Way to the Top and Wins National PSA Contest

May 10th, 2010 - There's no other addiction like when you feel high off the ground, heart is racing, you're terrified and excited all at the same time – and this addiction is not a drug. Daniel rock climbs to experience an incredible rush out in nature, a rush that cannot be attained with substances. His two friends, Sam and Dylan from Tucson Arizona, filmed Daniel engaging in his natural high and won Grand Prize in the [2010 Natural High Video PSA Contest](#).

“What initially got our attention was the idea of a natural high,” said Sam, a Junior at Catalina Foothills High School. “All three of us have watched friends fall into a downward spiral of drug and addiction and it's not a pretty sight. Daniel is very passionate for both rock climbing and living a pure life. Between his natural high and ours (filmmaking), we were very excited to produce an interesting and captivating story that would convince people to live 100% naturally high.”



The Natural High Video PSA Contest was an opportunity for young people to share what they love doing instead of drugs and alcohol. This year, over 100 teens participated in the contest and enthusiastically expressed their natural highs through one of the most powerful communication devices known to man, YouTube. The contest ran January 1st through May 1st and was promoted to kids 13-18 years of age. The goal of the contest was to have youth encourage others to say “yes” to their natural highs, and “no” to drugs and alcohol.

With Daniel, Sam, and Dylan winning Grand Prize, there were also two Runner Up Winners for the contest; 16-year-old Karina Alvarez from La Crescenta, CA and 13-year-old Ryan Jewe from Fullerton, CA. Karina and her friends get a thrill from water sports, while Ryan enjoys taking photographs of the world around him. These teens have found more exhilarating ways to get high and took the opportunity to publicly proclaim them.

The contest was sponsored and judged by Natural High, the Producers and Distributors of the highly acclaimed Natural High ® DVD Series. The DVD series is distributed as a free drug prevention tool to every middle school nationwide. With personal testimonies shared by drug free celebrities, athletes, and roles models, the goal for the DVDs is to change the culture that currently presents drugs as harmless and trendy.

Natural High recently launched an Online Video Series on www.naturalhigh.tv, so youth have unlimited access to the positive and engaging content. Next month, the series will feature 23-year-old owner, Matt Capicotto, of the popular clothing company, Glamour Kills. Glamour Kills has infiltrated America; reflecting rock and youth culture with a vibrant, edgy and fashionable twist. Stay tuned to watch Matt's clip and participate in future natural high contests!

For interviews or questions, please contact Kelly Rogers at 858-551-7006 or Kelly@naturalhigh.org.