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GOOD TIMES, GOOD CAUSE—2010 SUNSET SPLASH
Annual Fundraiser will directly support Natural High® programs that encourage youth to discover and pursue natural highs and reject drugs.

LA JOLLA, Aug. 16, 2010— Each fall, the Sundt Memorial Foundation (SMF) staff and a dedicated group of committee member’s work together to host a fabulous fundraising gala, Sunset Splash—this year is no exception. Taking place at the Scripps Seaside Forum in La Jolla on Friday, October 22nd, 2010, this year’s gala is expected to be a complete success.

The evening will include festivities and fun complimented by fine food, lively music and a vast array of silent and live auction items. This year the gala will feature a special awards presentation to role models who exemplify the natural high lifestyle; they include renowned musician and surfer, Timmy Curran and award-winning surf filmmaker, Josh Landan. In addition, professional skateboarder and Natural High® talent, Tony Hawk will serve as this year’s Honorary Chair.

Recognition will also be given to three Arizona high school students, winners of the 2010 Natural High® PSA Video contest as well as Steve Pitkin, Prevention/Intervention Specialist at Lake Stevens High School in Washington. They will all be recognized for their dedication to living a drug free life and encouraging others to do so as well.

La Jolla resident and Altegris Investment President, Jon Sundt created SMF 16 years ago after losing his two younger brothers to drug use. Through hard work and community support, SMF produces and distributes the highly-acclaimed drug prevention Natural High® DVD Series to every middle and high school in the United States.

The goal of the DVD series is to positively influence the decisions of the youth by inspiring them to live their “natural highs” and reject drugs through inspiration from positive role models. “With so many ‘Just Say No’ messages out there, I wanted to create something that kids could relate to and show them the successes of people who live their own ‘natural highs’ every day. Our Natural High® Series does that,” says Sundt.

The Sundt Memorial Foundation is a 501(c)(3) non profit organization that works to influence the hearts and minds of kids by inspiring them to live their natural high and reject drugs. Donations are 100% tax-deductible as allowed by the IRS.

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If you’d like more information about Sunset Splash, Sundt Memorial Foundation and the Natural High® DVD series, or to schedule an interview with Jon Sundt, please call (858) 551-7006 or email Kim at kim@sundtmemorial.org.