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Kids Learn How to get High in Schools

LA JOLLA, Calif. February 2008 - Picture this, your in 8th grade. You're bored out of your mind in Health, and your teacher announces the class is going to watch a drug prevention DVD. Just before you role your eyes and put your head down to nap, you see Tony Hawk, your beloved hero since the 3rd grade do a full 360 barrel role in a circular ramp, virtually impossible to any other skater. This is followed by Tony saying, "Who needs drugs? There are much better ways to get high".

The Sundt Memorial Foundation has successfully produced a revolutionary approach to Drug Prevention. Through their highly acclaimed *Natural High DVD Series* – distributed free to every middle and high school in the country – the Foundation not only helps thousands of teachers address drugs and alcohol, but has actually made the decision to stay sober look *cool*. As one student explains, "After I watched the movie, *Natural High*, I learned that people can succeed without drugs. When I saw Laird Hamilton on this video I was shocked because I surf and I really look up to him. He is one of my favorite surfers and I for sure now will stay drug free. Surfing is an ideal anti drug."

With pumping music, fast past action shots, and honest interviews from world famous athletes, artists, and celebrities, these DVDs are designed to not only grab students' attention, but hold it, as they are simultaneously taught to pursue their passion, a "Natural High", instead of drugs. Mrs. Duperock, a counselor from Virginia proclaimed, "It really is the best anti-drug material I've ever seen in almost 30 years of education."

The *Natural High DVD Series* gave birth from the deep passion of one heart; local La Jolla businessman, Jon Sundt. After loosing both his younger brothers, Stephen and Eric, to separate drug related illnesses, Sundt created the Foundation in 1994 with the hope of educating, inspiring, and changing the heart and mind of at least one youth. So far the Foundation has well succeeded this goal; letters and emails flood the office from teachers, parents, and kids impacted by the DVD's unique approach, talent and inspirational messaging.

Now Sundt has a larger vision and is inviting everyone to join in. He envisions a *national shift* in substance abuse perception and claims, "These DVDs are not out there just to be preached, but to change the **culture** of drug use in the eyes of the future." The Foundation urges the public to spread the *Natural High* message and bring their talents, resources, and connections to the table. The Sundt Memorial Foundation is a 501c3 nonprofit organization dedicated to influencing the hearts and minds of kids by inspiring them to live their natural high and reject drugs.

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For interviews or more information about the Foundation and the *Natural High DVD Series*, please call Kelly Frank at (858) 551-7006 or e-mail Kelly at Kelly@sundtmemorial.org. You may also visit our websites at www.sundtmemorial.org and www.naturalhigh.org.