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**D.O.P.E. MOVIE STAR DENNIS MARTINEZ GETS HIGH SCHOOL STUDENTS  
NATURALLY HIGH**

Producers of Anti-drug **Natural High DVD Series** For Kids Featuring Tony Hawk, bands Switchfoot and POD Are Doing Red Ribbon Assembly by presenting *Natural High* with Dennis Martinez

**WHAT**

Dennis Martinez, star skateboarder from the seventies, and featured in current documentary D.O.P.E. and Jon Sundt, founder of the *Natural High* DVD series will put on a dynamic and powerful anti-drug event.

Dennis Martinez and Jon Sundt could not be more different in their backgrounds. Dennis champion skateboarder turned to drugs and crime and then recovery and now a chaplain.

Jon Sundt successful businessman that couldn't shake the loss of two brothers from drugs and turned his loss into the revolutionary *Natural High* anti-drug DVD series.

Now they work together to offer a moving experience that will transform kids and inspire them to keep clean.

**WHO**

Star of the movie, **D.O.P.E.**, 1977 World Freestyle Champion and 1978 U.S. Champion, Dennis Martinez was on the fast track to fame and fortune.

With fame and money came the lure of drugs and by the age of 16, Dennis had a cocaine habit that would lead to 16 years on the needle. From the life of a top pro athlete, Martinez took to the streets, using guns to perform armed robberies and to protect his drug stash.

"We played Russian roulette until a 19 year old friend of mine shot and killed himself. We were so spun out on dope that we didn't care," said Martinez. Today, Dennis Martinez is a volunteer prison chaplain at Calipatria State Prison and a founder of Training Center, a drug and alcohol rehabilitation center in Spring Valley, California.

Fourteen years ago Jon Sundt founded the Sundt Memorial Foundation after losing his two younger brothers to drugs. Through dedication and support from friends and community partners, the organization has grown into a nationally recognized nonprofit with a powerful drug prevention video series called *Natural High* that is praised by teachers and kids alike across the country!

It's also part of Red Ribbon package used in California, New Mexico, Texas, and Arizona.

**WHY**

This is a Red Ribbon assembly that uses the highly praised **Natural High @ DVD Series**. The Natural High DVDs takes a NEW and DIFFERENT approach to keeping kids off drugs.

The DVDs are based on a simple principle- kid's peers and heroes influence them. When a kid's idol wears certain clothes, or talks a certain way, kids copy that behavior. Using the same concept, *Natural High* DVDs feature highly visible stars, such as skateboard champion Tony Hawk and multi-platinum rockers Switchfoot, who share their own natural high message about what it's like to live an exciting and successful life without drugs.

**The Foundation produces and distributes this DVD FREE OF CHARGE to every middle school in the country (over 114,000 schools) with a potential reach of 31 million children.**

**WHEN**

**Thursday, October 30<sup>th</sup>, 2008**

- 8:30-9:15am-Natural High Assembly for 2 of the 4 schools-Jon/Dennis talk, viewing of NH3, follow up discussion
- 12:15pm-Dispatch(what is dispatch??) Lunch Activity-DJ, drug prevention quizzes, giveaways, etc.

**WHERE**

**Crawford High School**

4191 Colts Way  
San Diego, CA 92115  
(619) 583-2500  
[mvashigh.com](http://mvashigh.com)

The Sundt Memorial Foundation is a San Diego based 501c3 non-profit dedicated to inspiring kids to find their Natural High and reject drugs.

**If you'd like more information about Sundt Memorial and the *Natural High @ Video Series*, or to schedule an interview with Jon Sundt, please call (858) 366-3504 or e-mail Gary at [garykatz@gmail.com](mailto:garykatz@gmail.com).**

For more information please visit: [www.NaturalHigh.org](http://www.NaturalHigh.org) or [www.SundtMemorial.com](http://www.SundtMemorial.com)