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Natural High and Nixon Team Up to Make an Impact

Sept 15, 2009- (La Jolla, CA) Renowned action sports accessory company, Nixon, and the drug prevention geniuses behind the Natural High ® DVD Series have recently teamed up to tell youth that drugs are not the answer, there are much better ways to get high. Through the words, actions and right choices made by some of today's top professional athletes and musicians, Nixon and Natural High distributed the highly anticipated film "*Natural High 4*", to every middle school in the country this September. *Natural High 4*, produced by Jon Sundt, features interviews with sober icons such as Paul Rodriguez Jr., Lisa Leslie, and Timmy Curran who enthusiastically share their decision to say "no" to drugs and "yes" to a passion that got them naturally high.

The partnership stemmed from a mutual belief and respect for leaders in the extreme sports and talent industry. Both Nixon and the producers of Natural High hand pick heroes in their industries to promote an expression that is worth standing up for. Nixon stated, "Some people look at professional skateboarders, surfers, and snowboarders and mistakenly think they know what they're looking at. Stereotyping can get you in trouble. Their skills are ridiculous, yes, but their experiences reach far beyond that handrail on the corner." Sundt understands this concept as well and wants to expose those artists that are making the right choices and living a clean lifestyle. "It's a shame to think that kids can grow up today never realizing that their heroes, the people that they look up, some of them are clean, some of them don't choose drugs and alcohol" Jon said, "They never get that message they're never told that." Not until the Natural High ® DVD Series were produced that is.

Paul Rodriguez Jr., professional skateboarder and X-Games gold medalist tells kids in *Natural High 4*, "My natural high is skateboarding. Whatever it is you do, just accomplishing something after trying it for weeks, months, days, hours, and finally you land a trick, and finally you're rolling away, it's just amazing. It's literally a buzz." The goal of Paul and the rest of the athletes and musicians in *Natural High 4* is to encourage kids to find that natural high, or passion that makes them feel good inside and can take the place of what drugs and alcohol fill in many other's lives.

Both organizations locally headquartered in Southern California, Andy Laats, Founder and President of Nixon, and Jon Sundt, Founder and President of Natural High, grew up surfing together amongst the curling waves of the San Diego coastline. Wanting to make a lasting impact and realizing their ambitions were both targeted to youth in similar industries, the decision to partner naturally blossomed from an ongoing friendship. To see what these two produced and get your copy of *Natural High 4* visit www.naturalhigh.org.

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