

notMYkid to Unveil Project 7th Grade - National, 25-City Program to Combat Teen Drug Use and Address the Escalating Rise in Abuse of Prescription Drugs

Wednesday February 15, 10:37 am ET

Members of Congress - Sen. Jon Kyl, Reps. John Shadegg and Trent Franks - to Join Organization Officials, Experts to Discuss Program's National Mission and Efforts to Educate Parents and Children on Teenage Drug Abuse

***** MEDIA ADVISORY - U.S. CAPITOL EVENT TODAY *****

WASHINGTON, Feb. 15 /PRNewswire/ -- The following is being issued by notMYkid, Inc.:

WHAT: Project 7th Grade, a national drug prevention program of the non-profit organization notMYkid, will hold a press conference with Members of Congress to unveil a 25-city program aimed at educating parents, schools and other drug prevention programs on means to communicate with teenagers about the perils of drug use, including efforts to address the escalating use of prescription drugs. As a key part of the prevention program, parents are given the opportunity to take a test kit home (at no cost) along with suggestions on how to use the tool to prevent drug use. During 2005, Project 7th Grade was successfully rolled out in cities such as Phoenix, Cincinnati, Dallas and Omaha. This year, the program has already received invitations from schools in Atlanta, Baltimore, Boston, Chicago, Miami, and Pittsburgh; and pending initiatives will soon be engaged in 25 cities by the fall of this year. While the project has in the past distributed free test kits to parents that test just for illicit drugs, more recent data and concerns from parents, schools, and legislators has prompted Project 7th Grade to provide new expanded kits that also detect prescription drugs to address what has become a rising epidemic.

WHO: Debbie Moak, Co-Founder of notMYkid
Steve Moak, Co-Founder of notMYkid
Todd Stottlemire, National Spokesman for Project 7th Grade (former Major League Baseball player)
U.S. Senator Jon Kyl (R-AZ)
U.S. Representative John Shadegg (R-AZ)
U.S. Representative Trent Franks (R-AZ)

WHEN: 3:30 - 4:30 pm ET
Wednesday, February 15, 2006

WHERE: United States Capitol, Room HC-5
Washington, DC

CONTACT: Interested media should RSVP to Doug McGinn at (202) 347-4995 or dmcginn@theheraldgroup.com.

BACKGROUND

In 1999, Steve and Debbie Moak founded notMYkid, Inc. after watching members of their own family struggle with substance abuse. They decided to use their resources to focus on drug abuse prevention as a way of helping other families address this national problem. After extensive study, Project 7th Grade evolved as a way of giving parents and young people a tool in the fight against drug abuse. Building on a "trust, but verify" theme, Project 7th Grade now provides parents direct education and tools not previously available. In support of the program, First Check Diagnostics LLC, has agreed, as

part of an overall \$1M+ commitment of funding, to provide Project 7th Grade with First Check's newly introduced 12 Drug Test product -- the first ever Over-The-Counter 510(k) U.S. Food and Drug Administration (FDA) approved product for home drug use screening that also tests for prescription drugs.

Throughout the week, official Capitol Hill briefings are scheduled with the following Members of Congress and government officials:

- * Senator Bill Frist (R-TN)
- * Senator Lamar Alexander (R-TN)
- * Senator Dick Durbin (D-IL)
- * Senator Michael Enzi (R-WY)
- * Senator Diane Feinstein (D-CA)
- * Senator Edward Kennedy (D-MA)
- * Robert Stephenson, U.S. Dept. of Health & Human Services
- * Deborah Price - U.S. Office of Safe and Drug Free Schools

For additional information, please visit <http://www.project7thgrade.org> or <http://www.notMYkid.org>.