

Marketing piece for selling school administrators and parenting groups the idea of an in-school anti-drug program operated by a startup non-profit organization. Multi-Purpose document used for handouts, website copy, proposal content, and general community support.

We Can Keep Your Child In School

We Can Keep Your Child Out of Jail

Urban Born is a truly unique new program giving middle school children the knowledge *and the desire* to make **better lifestyle decisions**. This program is rooted in the harsh reality that exists now; not the kinder, gentler times that parents and educators may remember. Today's reality is that it is truly "a jungle out there" for school kids...far more than school kids *should* ever have to deal with. But Urban Born knows all too well that the dangers are there whether or not we want to admit it. The *tough decision* that needs to be made right now is whether or not to give our children a fighting chance at survival. Disturbing? It *should* be.

Urban Born is the only program of its type, specifically designed to show kids how and why to make better decisions, reinforced by an unsweetened look at their future if they don't take those choices seriously now. That might well have been too much of a burden on children two generations ago. However, preparing a child for life *today* has to address the threats, risks and problems that *exist* today... not the ones that existed previously.

The notion that 'street life' is too mature of a topic for middle school students is the sand in which society has buried its head for too long.

The Urban Born program is a live multimedia presentation starring **Mr. (Customer)**, a man who has lived in both worlds. The focus of the presentation is his intense personal story, intertwined with gripping documentary and interview-style video footage, live music and a DJ to keep the mood **positive and exciting**. (Customer) was a poorly educated youth whose life was nearly ruined by lack of education, the seduction of drugs, and life in the street. Unlike the vast majority of 10 year prison veterans, (Customer) turned his life around. He was painfully aware from direct personal experience how crucial his decisions early in life were, and the consequences of those decisions. Urban Born represents a promise he made to himself; to use his unique perspective and life experience to help kids make better decisions, and make them grasp the consequences of those decisions.

The Urban Born program is tailored towards today's media-savvy school children. The messages are strong and filled with love, music and empowerment, as well as harsh realities. Urban Born succeeds in forcing the audience to face the consequences of their decisions both good and bad. The organization's motto is that "**It's easier to**

catch on now than have to catch up later". That simple statement is painfully illustrated by a *National Institute on Drug Abuse* survey showing that:

- ✓ Over 50% of high school seniors have used drugs, and half of those had used them within the last 30 days.
- ✓ Every day, over 11,000 American kids between 12 and 20 try alcohol for the first time, 6488 try marijuana, 2786 try cocaine, and 386 try other drugs.
- ✓ Nearly one-third of all high school students *reported* hazardous drinking (5+ drinks in one sitting).
- ✓ Young people who begin drinking before age 15 are *four times* more likely to develop alcoholism than those who began drinking at age 21.
- ✓ As many as 82% of prison inmates are high school dropouts (Coalition for Juvenile Justice 2001 annual report).
- ✓ 13% of all U. S. births are to teenagers; 78% of these are unmarried.
- ✓ Gang "wanna-be's" begin spray painting and stealing as early as 11 to 13 years of age to impress and ingratiate themselves to hardcore gang members.

These frightening realities are the very reason that Urban Born sought to develop something different that would offer a **real** solution. Today's music, movies, TV, video games, and news media glorify the street/drugs/crime lifestyle. Previous weak efforts to educate children through traditional means fail far more often than succeed, mostly because the positive messages provided are not as strong or convincing as what the kids see in movies and music videos. Urban Born puts school children face to face with someone who once was a victim of the streets, and has become healthy, wealthy and happy through education and positive choices.

It will take a *man*, a *message*, and a *presentation this strong* to force a young person into actually considering making the right choices. (Customer) can and will expose the street for what it is...a fast track to prison and self-destruction...and *blows the lid off* the falsely glorified image that the entertainment industry created. The middle school audience will clearly discover what their lives will be like fifteen years from now, after making the right or wrong choices about drugs, gangs, staying in school, and a healthy lifestyle. The audience is shown that "doing the right thing" is also the least costly and least painful.

The Urban Born presentation stars (**Customer**), and is co-presented by (**Associate**) and DJ (**Associate**). The program runs approximately 45 minutes, and features multimedia content that is specifically tailored to the individual school or geographic area being visited. **No two presentations are alike**. Urban Born brings all necessary multimedia and video equipment, requiring only electricity, a few tables and a projection screen. To schedule a presentation at your school or to support Urban Born (a California 501(c)3 non-profit organization), please contact (Customer) at 323-5556-1212