



FOR IMMEDIATE RELEASE

CONTACT: Jennifer Baylis
877-SADD-INC
jbaylis@sadd.org

**YOUTH LEADERS COME TOGETHER IN BOSTON TO
COMMEMORATE SADD'S 25TH ANNIVERSARY**

*Students Honor the Past, Celebrate the Present, and
Chart the Course for the Future at 2006 SADD National Conference*

BOSTON (July 17, 2006) – For 25 years, SADD (Students Against Destructive Decisions) has been committed to empowering America's youth to make safe, positive choices. Through peer-to-peer youth education and prevention initiatives in their schools and communities, SADD students have been serving as role models and making a difference. Hundreds of people came together in Massachusetts this summer to celebrate that success right where it all began.

“This is a particularly exciting year for us because we had the chance to kick off the celebration of our 25th anniversary at our biggest conference ever, here in Boston, just down the road from Wayland High School where SADD started in 1981,” said Penny Wells, president and executive director of SADD National. “We were thrilled to be able to introduce Boston to conference participants and to share with New England and the rest of the country our well-rounded, enthusiastic, and accomplished SADD students, who are committed to improving the lives of their peers.”

“*The SADD Revolution Continues ... 25 Years of Empowering Youth*” was held July 14-17 at the Boston Marriott Cambridge Hotel. Students from SADD chapters across the country got the chance to hear motivational speakers and participate in seminars and activities to develop leadership skills, share ideas, and learn prevention strategies to help their peers make safe, positive choices. Conference sponsors included 121 Direct Response, Liberty Mutual Group, Comcast, Pepsi, and the National Safety Council. Here are the highlights.

- **SADD Birthday Bash** – Friday, July 14: SADD’s Vermont students threw a birthday bash to celebrate SADD’s Silver Anniversary with exhibits, games, and music.
- **Opening Ceremonies** – Friday, July 14: More than 600 students and advisors gathered to officially kick off the conference.
- **The SADD Awards Banquet** – Sunday, July 16: SADD was honored to present this year’s SADD National Outstanding Contribution Award to City Year. Founded in Boston in 1988 by two Harvard Law School students, Michael Brown and Alan Khazei, City Year calls on young people to dedicate one year of full-time community service to their community or country. SADD also recognized the stellar work of its most dedicated students and advisors by presenting awards for the Activity of the Year, Chapter of the Year, and Advisor of the Year. SADD also officially inducted its 2006-2007 National Student Leadership Council, a group of 10 youth leaders who help shape SADD’s policies and programs, plan and implement the annual conference, and represent SADD on regional and national levels.
- **“Putting SAFETY Into DRIVE for Another 25” Safety Fair** – Monday, July 17 at Boston’s City Hall Plaza: Massachusetts SADD hosted this event, with special guests Mayor Thomas M. Menino and Ethan Zohn, winner of CBS’s *Survivor: Africa*, co-founder of Grassroot Soccer and director of Kick AIDS. SADD National Chairman and Chief Executive Officer Stephen Wallace was honored by the White House Office of National Drug Control Policy (ONDCP). Deputy Director Mary Ann Solberg presented him with a certificate of recognition for the work he has done for ONDCP and his tireless efforts in fighting teen substance abuse. This public event featured SIDNE (simulated impaired driving experience), the “Quick Click Seat Belt Challenge,” the New England Revolution’s “street team” and mascot, and music from MIX 98.5.
- **Service-Learning Project** – Monday, July 17 at the Greater Boston Food Bank: A group of SADD students volunteered at the Greater Boston Food Bank, sorting and packing thousands of pounds of food donated by local grocery stores for distribution to 600 agencies. They learned how hunger affects teens and the greater society and will be able to use this experience and the tools provided to conduct similar service-learning projects in their own communities.

Founded as Students Against Driving Drunk in 1981 in Wayland, Massachusetts, SADD has grown to become the nation’s premier peer-led youth education and prevention organization with

10,000 chapters in middle schools, high schools, and colleges. In 1997, in response to requests from SADD students themselves, SADD expanded its mission and now sponsors chapters called Students Against Destructive Decisions. SADD is dedicated to preventing behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, impaired driving, and teen violence and suicide. More information about SADD is available at **www.sadd.org**.