



PIGEON FORGE POLICE DEPARTMENT and PIGEON FORGE HIGH SCHOOL to host
a screening of the HBO documentary:

SMASHED: Toxic Tales of Teens and Alcohol

- WHO:** PIGEON FORGE POLICE and PIGEON FORGE HIGH
- WHAT:** Screening(s) of the HBO Family documentary, *SMASHED: Toxic Tales of Teens and Alcohol* provided by the RADD Youth Coalition. **This film is not suitable for younger children due to graphic violence.**
- WHEN:** 04/21/2009 5:30 P.M. screenings open to the public for community night at 5:30 p.m.
- WHERE:** PIGEON FORGE HIGH, 414 Tiger Dr. PIGEON FORGE, TN
- WHY:** The mission of the RADD Youth Coalition and the SMASHED Screening is to raise awareness of the potentially tragic outcome of underage drinking and engage (students, parents, families, community leaders) in identifying solutions to reduce underage drinking and alcohol related driving that work in our community.

ADDITIONAL INFORMATION:

The event will feature a screening of HBO's *Smashed: Toxic Tales of Teens and Alcohol*, followed by a panel discussion, expert speakers, etc. The documentary, along with curriculum, discussion guide and other materials, has been generously provided by the RADD Youth Coalition. **PIGEON FORGE POLICE DEPARTMENT** is proud to work with SADD, MADD, THP, LIBERTY MUTUAL, GHSO, and other youth safety outreach partners, community leaders, to bring this hard hitting documentary to (teens, families, community) in **SEVIER COUNTY**, as part of this thought provoking, life saving, RADD Youth Coalition program.

- CONTACTS:** Coordinator(s) OFC. DONNIE MASHBURN, 865-453-9063
PRINCIPAL, PERRY SCHRANDT, 865-774-4556
For a clip of the documentary and usage release, please e-mail info@radd.org
To download radio and broadcast PSAs, please visit www.radd.org

KEY STAKEHOLDERS:

- **PIGEON FORGE POLICE DEPARTMENT** – the screening organizer
- **PIGEON FORGE HIGH SCHOOL** – event hosts

KEY MESSAGES: (speaker Julie Strike with MADD and other speakers will be available.)

- - This is real, not just a movie...and in real life, surviving a crash is likely but challenging
 - Crashes have repercussions for the rest of your life...
 - All it takes is one bad decision...crashes aren't accidents
- - You never think it is going to happen to your child...and there is no demographic shelter
 - Your child survives, but is never the same person they were before the incident...
 - We must keep repeating the message, often and in a variety of ways until it penetrates...

ABOUT RADD:

- Motor Vehicle Crashes are the number one killer of young children, teens and young adults
- RADD is the entertainment industry's voice for road safety since 1986
- RADD is an award winning 501(c3) nonprofit that pairs entertainment-themed programming and celebrity messengers with media and community outreach partners to promote road safety.
- RADD provides celebrities a platform to talk about road safety
- Over 500 celebrities support RADD through the RADD celebrity messengers program
- RADD is the founding chair and lead partner in the RADD Youth Coalition

About the RADD Youth Coalition:

Founded in April 2004, the RADD Youth Coalition is comprised of private and public partners. Its mission is to foster dialogue between parents and teens and teens and their peers about driving safely and preventing underage drinking. In November 04, RADD and NHTSA Administrator *Jeffrey Runge, M.D.* released new teen crash statistics (www.nhtsa.gov) and announced the rollout of the RADD Coalition's first outreach project, a collaboration with HBO Family's documentary *Smashed: Toxic Tales of Teens and Alcohol*. Coalition partners include; founding chair RADD, the Entertainment Industry's Voice for Road Safety, www.radd.org; with HBO Family, www.hbo.com; National Organizations For Youth Safety (NOYS), www.noys.org; Students Against Destructive Decisions (SADD), www.sadd.org; Family Career and Community Leaders of America (FCCLA), www.fcclainc.org; Bacchus and Gamma Peer Education Network, www.bacchusgamma.org; The WB's 'Everwood'; www.thewb.com; and Federal RADD Coalition partners: US Department of Transportation (lead), www.nhtsa.dot.gov, SAMHSA, an agency of the US Department of Health and Human Services; US Department of Education Office of Safe and Drug-Free Schools; and US Department of Justice Office of Justice Programs/OJJDP