

NavCo Coalition Against Drug Abuse

A Coalition of Concerned Navajo County Residents Banded Together to

- EDUCATE the Community on the methamphetamine & drug crisis
- REHABILITATE those who have fallen into the addiction
- ENFORCE laws pertaining to the spread of meth & drugs in our communities



PRESS RELEASE

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Navajo County Looks Into the Light About Meth Crisis

Crystal Darkness media roadblock educates community, helps Meth victims

SHOW LOW, AZ – Navajo County residents can look “Into the Light” April 15 to expand their local knowledge about problems, treatment and resource options and people in our community affected by methamphetamines. A live, one-hour, local program will air back to back with the historic “Crystal Darkness” presentation, being broadcast statewide from 6:30 to 7 pm that night.

Nearly every network-affiliated and independent Arizona television and radio station will simultaneously broadcast the shocking and in-depth Crystal Darkness documentary about the dangers of crystal meth. The Spanish-language version of the program is available on *Telemundo* and *Univision* television affiliates. The program also will air on City 4 TV and stream live at www.showlowtv.com. “We feel a great need here at City 4 TV to help our community in this way,” said Station Manager Mel West. “We have always looked for ways to inform, help and educate our citizens and neighboring communities through our channel. We hope this event will help change lives and further the education of the dangers of this terrible drug.

Navajo and Apache county radio listeners can tune in on White Mountain Radio’s KRFM 96.5, KZUA 92.1, KSNX 93.5. Others broadcasting Crystal Darkness are KWKM Power 95.7, Majik KQAZ 101.7 and QCountry KTHQ 92.5.

“I’m extremely proud of the way in which radio and television broadcasters from all over our state have answered the call to unite on this issue; the scale of participation is unprecedented,” said White Mountain Radio Vice President and General Manager Steve Johnson. “As broadcasters we have a responsibility to be involved with issues facing our communities, and as we seek solutions, we must reach out to the addicted and assist those in recovery.”

City 4 TV Show Low, in conjunction with Navajo County Coalition Against Drug Abuse and White Mountain Radio FM stations will air “Into the Light” from 7 pm. The program

Navajo County Coalition Against Drug-Abuse -

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Mission Statement:

To develop a diverse community representation, coordinate a sustained effort in educating and preventing the use and abuse of crystal meth through a plan for change in local social norms through prevention, treatment and vigorous enforcement of existing laws.

has been expanded to one hour, featuring a phone help-line staffed with Navajo County counselors and others well versed in addiction.

Frontier Communications is providing 25 phone lines for the phone banks. "Frontier Communications is very proud to help sponsor the Into The Light program," said Frontier General Manager in Show Low Duane Atwell. "It's an unfortunate reality that Meth has touched each of our lives everyday, either directly or indirectly." The second phone bank will be open for callers to donate to Friends of the Navajo County Coalition Against Drug Abuse, Inc., to further the Coalition's programs. Phoenix-based helplines also will be available.

"We've designed the local program to focus on our area, with help available from local sources," said the Coalition's Coordinator Debe Campbell. "While Crystal Darkness' call center can help with referrals, the "Into the Light" helpline will put callers in touch with people in our community," she added.

Jineane Ford and Barbara Bruce will host "Into the Light", with live and recorded interviews of addicts in recovery, their family members, addiction specialists, law enforcement officials and judges, among others.

Law enforcement and fire protection officers will man the donation hotline. Individual and corporate donors will have an opportunity to receive gifts and benefits for their tax deductible, call-in donations. The levels of giving benefits can be found at www.navajocountydrugproject.com All donors will be acknowledged in a White Mountain Independent newspaper "thank you" advertisement. Donations can also be made any time directly through the website, where "Meth Not Even Once" t-shirts and tickets to win an electric car, also are available.

Tune into City 4 TV on Cable One or on the Web at www.showlowtv.com to see a locally produced commercial, featuring local students, to inform and promote "Into the Light".

Learn More

To learn more about the Crystal Darkness Campaign in Arizona, visit <http://crystaldarkness.com/> or contact the Navajo County Coalition Against Drug Abuse at navcoantimeth@gmail.com or www.navajocountydrugproject.com .

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Phone bank information—**embargoed until April 15, 2008**—

Counselor Helpline— 928-537 METH (6384)

Donation line – 928-537 MONY (6669)