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**FREE SUBSTANCE ABUSE PREVENTION  
EDUCATION FILM**

"I have been a school counselor for 13 years, and this is the first time I have shown a video that captured every student's attention for the duration of the video... I never got tired of watching it even though I watched it 28 times in 4 days."

- Steve Pitkin, Lake Stevens High School, WA

**SPEAKING THE LANGUAGE OF TODAY'S YOUTH**

# NATURAL HIGH<sup>®</sup>



**POWERFUL ANTI DRUG MESSAGES FROM  
AMERICA'S TOP ARTISTS**





submit your natural high  
on [www.naturallhigh.org](http://www.naturallhigh.org)



# GET THE NATURAL HIGH

Have you known someone that has been hurt, injured, or killed by drugs or alcohol?

Maybe you couldn't help, stop, or save them but you can do something for the next generation; your kids or your grandkids.



It's called *Natural High*®, a forceful DVD Series about the positive effects that occur when you choose your personal high over drugs and alcohol.

The *Natural High*® DVDs have an in-your-face approach, as told through the words, deeds, personal actions, and right choices by role models and celebrities of today's generation. They include action sports figures like Tony Hawk and musicians like Switchfoot and P.O.D.

These DVDs are designed to grab students' attention and hold it with pounding music, quick-cut action shots, and honest interviews from world famous athletes, artists, and celebrities. They are simultaneously taught to pursue their passion, a "Natural High," and reject drugs.

“It really is the best anti-drug material I've ever seen in almost 30 years of education,”  
proclaimed a counselor from Virginia.

The DVDs have been accepted as part of the Red Ribbon week curriculum in four Western states and distributed in over 80,000 schools across the country.



“Choose your friends wisely.

I realized early on in my life that drugs were not the way to go... There are much better ways to get high.”

TONY HAWK, PRO-SKATEBOARDER

# HOW IT GOT STARTED



Jon Sundt's two younger brothers got into drugs as teenagers. And though the family tried to get them help, both died from separate drug-related illnesses; addiction and depression. Their deaths devastated Jon and his family.

Jon realized the key to saving youth like his brothers was to reach them before they used. If kids heard how cool and exciting it was to have a *Natural High* instead of using drugs, there could be a real impact beyond “just saying no.” Instead they can say “yes” to discovering whatever healthy activity makes them feel good by finding a *Natural High*.

# HOW IT WORKS

The *Natural High*® DVDs are distributed for free, to every middle school, public or private, through out the United States. That's over 80,000 schools with the potential to reach millions of children.

It's not the same old message of “just saying no”, it's making “staying clean” the thing to do. The *Natural High* celebrities describe in their own words why it's important to be clean. Numerous studies have shown that lectures and scare tactic approaches are not only ineffective, but make kids more aware of drugs and curious to try them. If you show kids their drug-free heroes in music, sports, dance, and the arts, students will strive to be drug-free like them.

The best way to make a difference is by helping kids see how great their lives can be by choosing *Natural Highs* over drugs.



# THE NATURAL HIGH<sup>®</sup> DVD SERIES

To date, the Sundt Memorial Foundation has produced three Natural High<sup>®</sup> DVDs and accompanying curricula to go with each

Natural High<sup>®</sup> 4 is currently in production to be released Fall 2009.



## Natural High<sup>®</sup> 3

Focuses on music and dance as a natural high and features Grammy winning musicians Mya, P.O.D, Switchfoot and dancing Darrin Henson, choreographer to Britney Spears and Michael Jackson.



## Natural High<sup>®</sup> 2

Hosted by Championship Skateboarder Tony Hawk, and featuring Laird Hamilton, Olympic snowboard medalist Gretchen Bleiler, and Motocross freestyle champion Travis Pastrana, NH2 highlights extreme sports as a natural high.



## Natural High<sup>®</sup> 1

A compilation of high profile surf and skate icons such as Kelly Slater, Tim Curran, and Willy Santos, NH1 is SMF's first production and celebrates surfing and skating as a natural high. Hosted by former MTV sports celebrity and pro surfer Peter King.

## ATHLETE AND CELEBRITY SUPPORTERS

Appearing in past  
Natural High<sup>®</sup> DVDs

P.O.D.  
Switchfoot  
Mya  
Darrin Henson  
Travis Pastrana  
Tori Allen  
Dave Downing  
Gretchen Bleiler  
Crazy Legs  
Mr. Wiggles  
Wendy Fisher  
Laird Hamilton

Nina Heiberg  
Tony Hawk  
Kelly Clark  
Ricky Carmichael  
Tim Curran  
Taylor Knox  
Malia Jones  
Willy Santos  
Felix Arguelles  
Ray Barbee  
Christiana Janssen

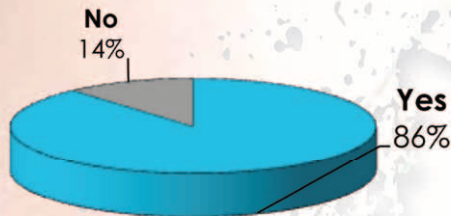
# RESPONSE TO THE NATURAL HIGH® DVD SERIES

The Natural High DVDs are a high profile flashy cause that gets attention.

Students love the athletes, musicians, dancers, and celebrities talking their language. Parents and educators are ecstatic because they have something effective to use that promotes a clean lifestyle while staying hip.

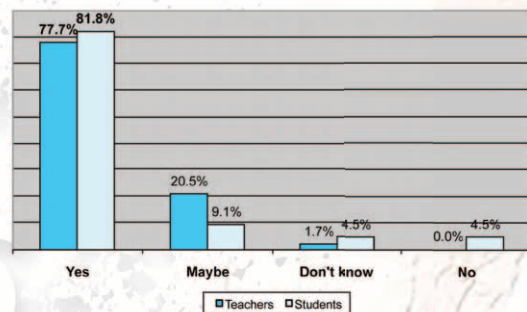
## Educator Response:

"The Natural High® DVD Series is an Integral Part of our Substance Abuse Efforts."



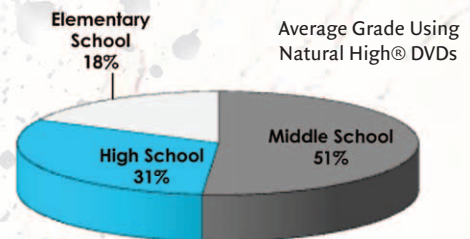
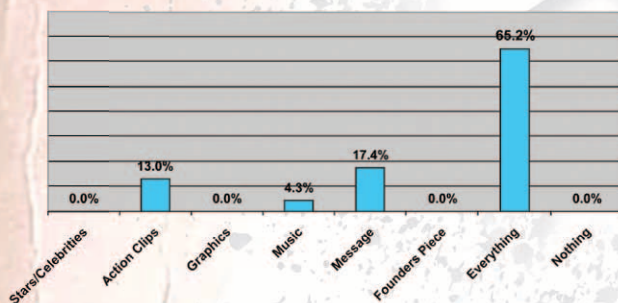
## Educator and Student Response:

"Do you believe having a Natural High will fight the temptation to turn to drugs and alcohol?"



## Student Response:

What did you like about the DVD?



## What students are saying...

"During the movie I saw how drugs can ruin and kill dreams. Peer pressure exists even in famous people's lives. I thought it was inspiring that the movie showed all the athletes not doing drugs. It was amazing how they stood up to peer pressure. They showed me that I too, can ignore the others and do what I know is right."

Brady, Student

## What teachers are saying...

"When I received the Natural High DVD in the mail, my graduate student and I watched it and were mesmerized. I passed it on to the Middle School teachers with a powerful recommendation. At the staff meeting yesterday the 8th grade teacher said she had used it with her class and they had sat literally entranced, watching the video. Not one word or peep from the class clowns or drama queens. Everyone was into it. And of course, there was a writing exercise afterwards that she and I are all excited to read. The other teachers are waiting anxiously to use it. It is powerful what you have done, turning your own loss into a tool that can profoundly change the lives of kids. I admire that. Thank you for your work."

R'Delle Anderson, School Psychologist/Counselor, Rio Dell Elementary School, CA

## What parents are saying...

"Many of our parents believe that because we live in a nice area, our kids are protected from drugs and alcohol. Reality came through loud and clear just yesterday at the funeral of a young man who overdosed on heroine. I am sharing this with you because as a mother of 3 children, I never want to be in that position. The message the "Natural High" video delivers to kids is amazing and we want to help maintain the momentum with support at home."

Heather, Parent, Los Flores Middle School, CA





THE SUNDT MEMORIAL FOUNDATION IS A REGISTERED 501(C) (3) NONPROFIT ORGANIZATION.  
THE FOUNDATION HAS AN OFFICE IN LA JOLLA, CALIFORNIA AND INCLUDES  
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