

Press Release

For Immediate Release

**Bob Anastas, Founder of Students Against Driving Drunk (SADD)
To Speak at City Hall on October 19, 2009**

Speaker, educator, and founder/former executive director of Students Against Driving Drunk (SADD) will present his program **“Check in To A Winning Life”** on Monday, October 19th at 7 p.m. in Milford City Hall, 110 River Street. His message for parents and students will focus upon how young people can develop responsible attitudes and make smart choices about the challenges they face.

A former college All –American football and hockey player, and Massachusetts high school Teacher of the Year and coach, Anastas faced a tragedy that profoundly changed the course of his life. Within four days, two star athletes on his high school hockey team were killed in separate drunk driving crashes. Their deaths prompted Anastas to start a new health program for sophomores at the Massachusetts school where he taught.

“We began to see the problem as a box in which students are trapped.” Anastas said. “One wall of the box is made up of the kids’ desire to preserve their parents’ perfect image of them. The second wall is created by peer pressure – the pressure to go along with what the students perceive as socially acceptable, high-risk behavior. The third wall is comprised of simple innocence and naiveté, despite the statistics that kids don’t full comprehend their own mortality. The final wall is built by a lack of communication between children and parents.”

From this concept was born SADD – a program engaging students and parents in a joint commitment to help each other. “Drinking illegally and driving drunk are two forms of high-risk behavior students exhibit – two symptoms of a deeper cause.” Anastas says. “That cause is rooted in declining life skills of self-discipline, self-esteem, motivation, maturity and leadership.”

The **“Check into a Winning Life”** program covers these issues – motivating students, teachers and parent to broaden their understanding of risk-taking behavior and to forcefully address it. In addition to the City Hall event, this program will be presented the following morning to both the Foran and Law high school populations.

The Milford Prevention Council is presenting this program. Further information is available from Marcia Winter at **783-3321** or milfordpreventioncouncil@gmail.com.