

*SAVING LIVES...ONE TOWN AT A TIME*

# **STOP DRUNK DRIVING NOW**

**PREVENTION  
THROUGH  
KNOWLEDGE**



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**STOP DRUNK DRIVING NOW**

Hello,

Stop Drunk Driving Now is a campaign dedicated to putting an end to drunk driving accidents in your area. Our goal is to make a difference one community at a time.

Stop Drunk Driving Now unique approach focuses on the use of music, the Internet to present our life saving message. Do you know a teenager that isn't online listening to music? By providing drunk driving prevention advertising in these key areas we are reaching young people where they live...on their computers Our online approach is then backed up by speeches, presentations, concerts, and events that also raise awareness in our young people.

Stop Drunk Driving Now founder and president, Ron Bellanti, has been involved in the fight against teenage drinking and driving since 1988. Mr. Bellanti began this drunk driving prevention crusade after personally witnessing a drunk driving death at a rock concert. Since that day Ron has worked tirelessly on keeping young people alive. And he has done so across America.

Stop Drunk Driving Now is currently seeking an area high school to hold a drunk driving prevention presentation. In addition to Mr. Bellanti speakers from local police, fire, and trauma departments, will speak on the dangers of driving after drinking. A Stop Drunk Driving Now presentation is part speech and part talk show. When combined with the Internet portion it creates a powerful vehicle for change in your town. And it saves lives

This presentation is 100% free to the kids, free to the school, and free to the municipality.

Your school has been selected as a demographically suitable presentation site. Event slots for the fall are limited and they are filling up quickly.

With that said we look forward to speaking with you about potentially saving the lives of your kids.

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# HOW IT WORKS

**You give Stop Drunk Driving Now a date and time to hold the presentation at your school.**

**Stop Drunk Driving Now books the speakers, including local police, fire and trauma departments.**

**Stop Drunk Driving creates ad-agency quality print and web materials to promote the event.**

**Stop Drunk Driving Now creates a two-page layout in Checkpoint Magazine for your school.**

**Stop Drunk Driving Now involves your students in a National Drunk Driving Awareness Art Contest.**

**Your School Helps Raise Awareness and Save Lives in Your Community!**

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# DRUNK DRIVING

**Approximately 50,000 Americans a year die in automotive and alcohol related crashes.**

**An estimated 24 young Americans a day die in alcohol related traffic crashes.**

**One person every 32 minutes dies in America in a drunk driving accident.**

**Drunk driving is the nation's most frequently committed violent crime.**

**Half of all teenage automotive fatalities are alcohol-related.**

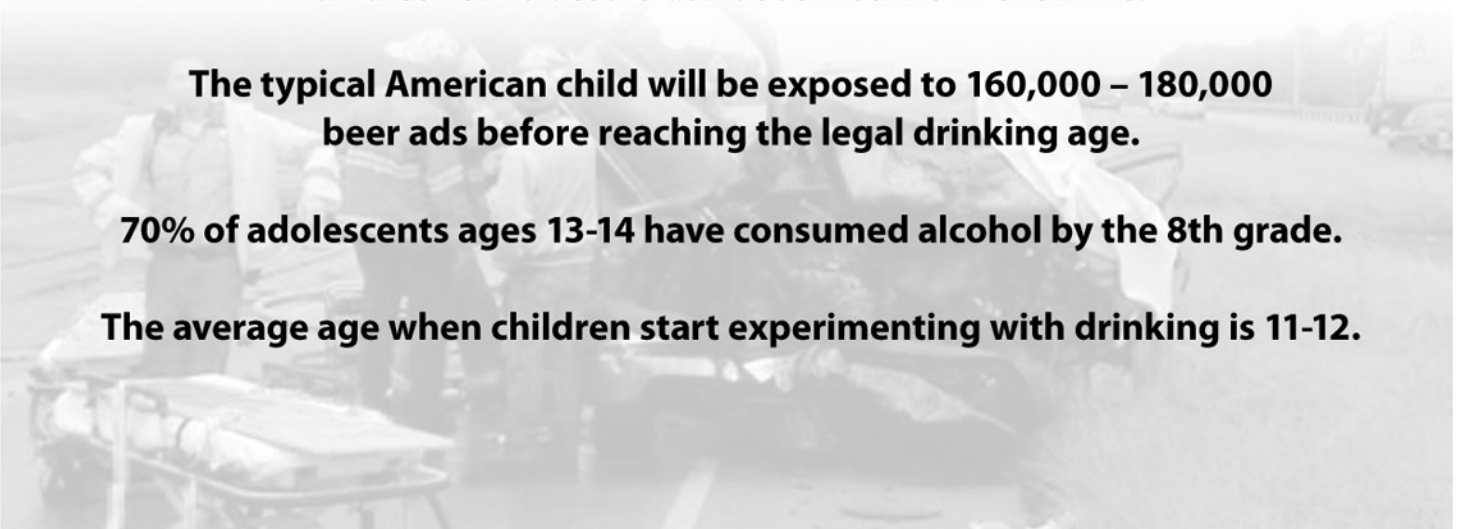
**Each year, more than half of the fatal accidents are related to alcohol.**

**About 2 in 5 Americans will be involved in an alcohol-related crash at sometime in their life.**

**The typical American child will be exposed to 160,000 – 180,000 beer ads before reaching the legal drinking age.**

**70% of adolescents ages 13-14 have consumed alcohol by the 8th grade.**

**The average age when children start experimenting with drinking is 11-12.**



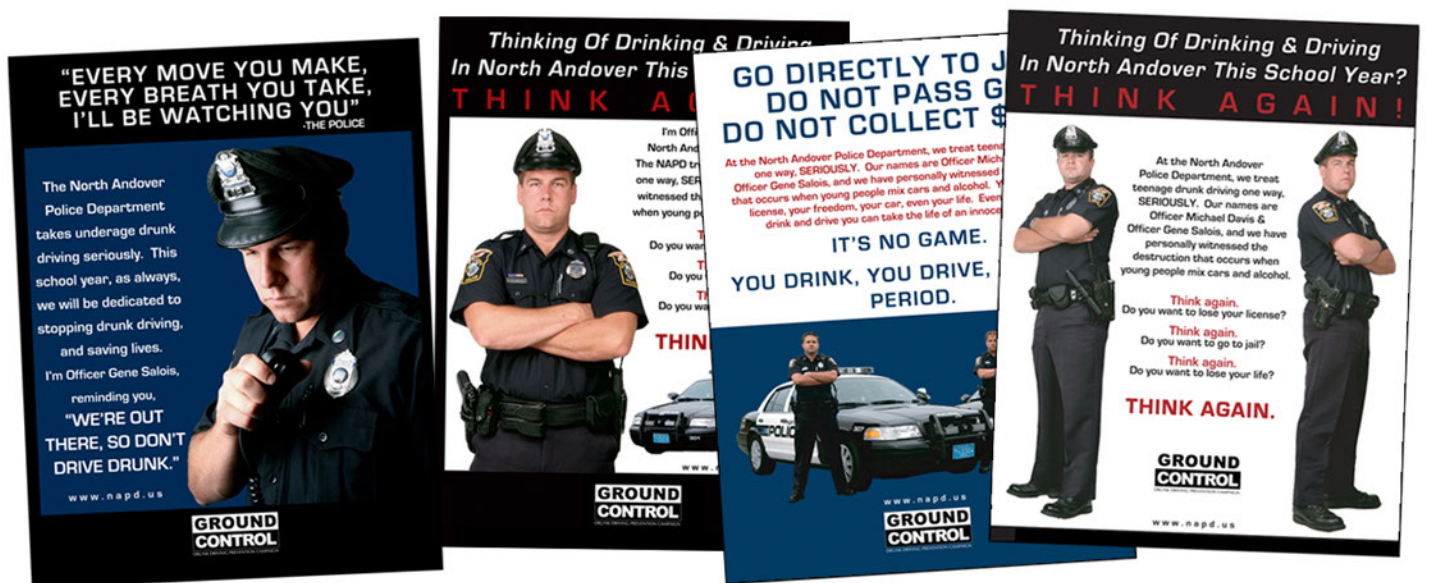
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# STOP DRUNK DRIVING NOW

# POLICE PSA

Stop Drunk Driving Now and Ground Control have designed multiple public service announcement style advertisements over the years. These advertisements feature policemen, firemen, paramedics, trauma nurses, and drunk driving victims.. When we do an event or a promotion in your hometown we will create ad-agency quality PSA posters for your town's emergency personnel at no cost to the town or schools.

Please see the following pages for examples of past PSA posters that have been designed.



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# THEY DID IT

**They Made a Difference! You Can Too!**

## **Brookline High School- Brookline, MA**

On October 10th, 2008, Brookline High School in Brookline, MA participated in one of our drunk driving prevention events.

Mary Minot, the Substance Abuse and Violence Prevention Division Director at Brookline High School, poignantly states, "We could not be more pleased with the results; students are still talking about the event, which is exactly what we needed."



## **Kenmore Middle School- Arlington, VA**

On June 13th, 2008, Kenmore Middle School in Arlington, VA, participated in one of our drunk driving prevention events.

Over 1300 students attended the event and gave a standing ovation at the conclusion, along with the school's Principal Dr. John A. Word, Sr.



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## **Londonderry High School- Londonderry, NH**

On October 29th, 2010, Londonderry High School in Londonderry, NH participated in one of our drunk driving prevention events. Londonderry firefighter and EMT Bruce Halowell, School Resources Officer Shannon Coyle, and trauma registered nurses Nicole Allard and Jess Jacques emphasized that those who drive drunk impact not only their own lives, but also their families, others in the car, and anyone else out on the road.



## **Gloucester High School- Gloucester, MA**

On April 5th, 2012, Gloucester High School in Gloucester, MA participated in one of our drunk driving prevention events. Following the discussion from Fire Chief Stephen Aiello and Police Lt. Joe Aiello, Gloucester High School student Alisha deeply impacted the audience with a story of her personal loss as a result of drunk driving.



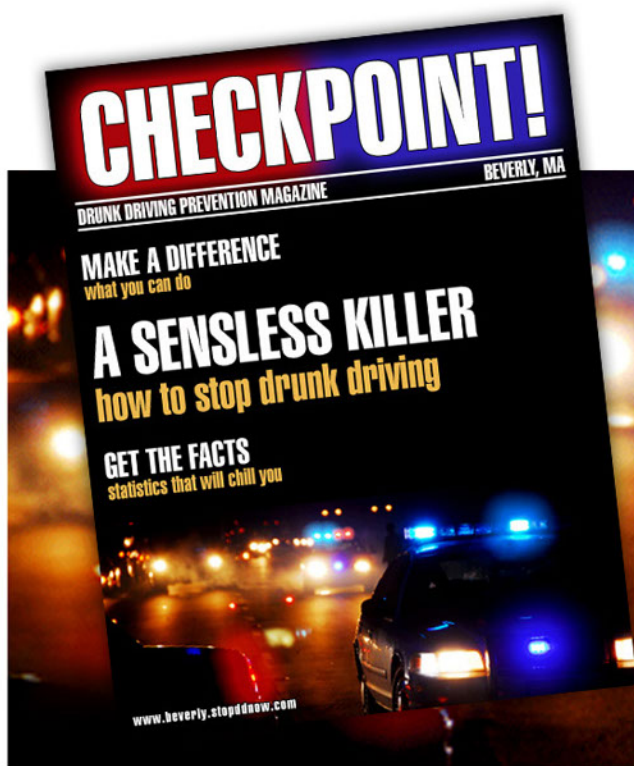
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# CHECKPOINT

One of the many medium used in the fight against drunk driving is an online magazine called Checkpoint. Checkpoint is localized town by town and allows businesses, corporations and concerned citizens the opportunity to join us in this battle.

Checkpoint Magazine contains drunk driving statistics and articles and advertisements. Checkpoint also will feature stories about police officers, firefighters, trauma nurses, and people that have been impacted by drunk driving accidents.



HELP PREVENT DRUNK DRIVING  
**CHECK OUT CHECKPOINT!**  
America's Drunk Driving Prevention Magazine



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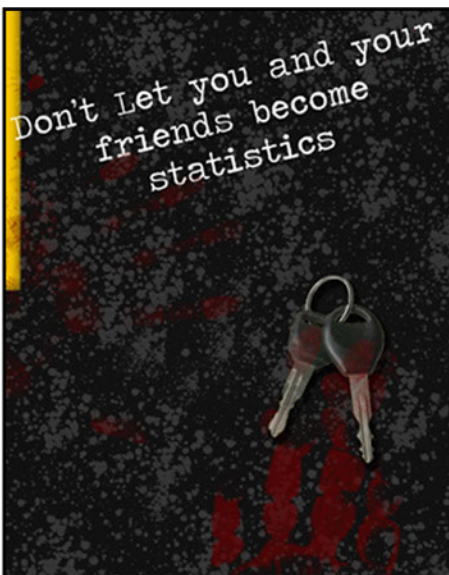
# STUDENT ART

We have used the talents of hundreds of America's high school and college artists to draw attention to our cause. Students from over one hundred schools, colleges, and universities have submitted their work for distribution. One of the cornerstones of any event or promotion we do is an art contest in the town or school.

These contests will allow every student from the school to design a drunk driving prevention poster and submit it for national distribution and scholarship money.

The winner of the contest will have their artwork posted on the city's Stop Drunk Driving Now website and Checkpoint magazine, as well as on the Stop Drunk Driving Now central website.

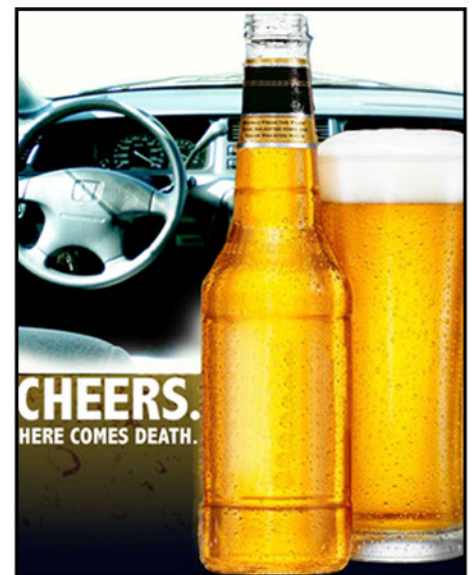
To view samples of previous student artwork from across the country below.



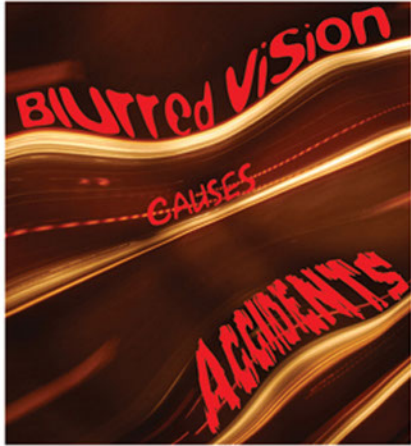
Amanda Crisp  
Boston University



Ashley Seto  
Northeastern University



Mark Prescott  
Hartford Art School



Manny Sasanian  
Northeastern University



Jacqui O'Donnell  
University of Miami



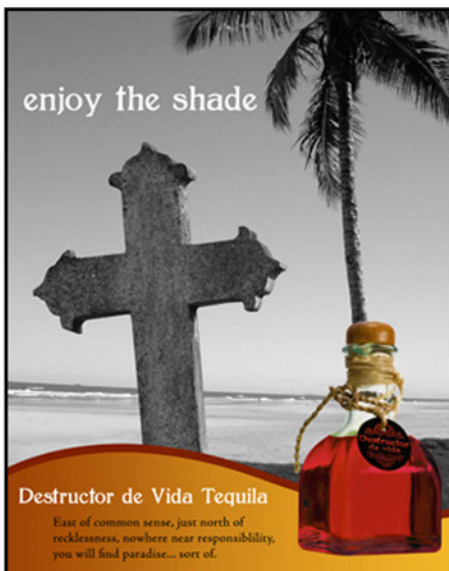
Ken Jasper  
Flager College



Adam Tibbets



Pete Faylor  
University of Massachusetts Dartmouth



Kevin Hansen



Alyson Cotton  
University of Massachusetts Amherst



Brian Foley

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# CD SERIES

Beginning in the year 2006 we have produced hundreds of drunk driving awareness Music CDs and distributed them across the country. The unique project used the music of almost thirteen thousand performers from eighty-two US cities in forty-eight states. In all one hundred and eighty two CD's have been produced and distributed as instruments of change. Never before have so many of the nations up and coming artists used music in the name of drunk driving prevention

You can View some of the CD artwork in this package.



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# DEDICATIONS

We dedicate many portions of our projects to people who have died in drunk driving accidents. While far too numerous to show in its entirety you can see a sample of some of these heart-wrenching stories.

Please take a minute to read the enclosed dedications.





## *Kelli Laine Lewis* The Carolinas Rockers For Life

July 18, 1982 - January 21, 2001

Kelli Laine Lewis was killed when two underage drunk drivers crashed while drag racing on the way home from a keg party. For more information on Kelli, her life, and her untimely death, please visit [www.myspace.com/kelli\\_laine\\_doa](http://www.myspace.com/kelli_laine_doa).



## *Kristian Nicole Wesnesky* Pittsburgh Rockers For Life

March 2, 1986 - March 21, 2004

On March 21, 2004, all Kristian Wesnesky wanted to do was go home. Instead, a drunk driver took her life. Unjustly, his prison sentence is over and he is home with his family. Kristian, however, never went home to her loved ones. A sweet, outgoing, beautiful friend and family member, Kristian's life should not have ended so soon. Drunk driving crashes are completely avoidable, yet occur daily. Please remember Kristian the next time you drink and you're figuring out how to get home. For more information on Kristian, her life, and her untimely death, please visit [www.myspace.com/4ever1Binheaven](http://www.myspace.com/4ever1Binheaven).



## *Eric Santiago* Santa Fe Rockers For Life

October 22, 1979 - January 2, 1997

Eric Santiago, 17, had dreams of playing college football. But that dream was cut short when an underage drunk driver ran a stop sign and crashed into Eric's car. The car spun several times and Eric was ejected. He later died of head injuries at a local hospital. Eric left behind a younger brother who was following in his footsteps. "Eric was his hero," said Santiago's mother. We all need to remember that even though it has been 10 years since Eric has passed, the pain has not gone away.



## *Kayla Lynn Miller* Buffalo Rockers For Life

February 17, 1990 - January 21, 2007

When Kayla Miller got a digital camera for her 13th birthday, her mother said it was the start of something she'd become known for, taking photos of herself. But the aspiring actress didn't just take pictures of herself; she also liked having snapshots of her friends. She liked to save memories. And now, memories are all Kayla's family and friends have of her. "She was the type of kid that brightened everyone's world," said Kayla's mother.

Kayla, 16, was killed when the car she was a front-seat passenger in crashed into two trees off the side of the road. She was pronounced dead at the scene.



## *Richard A. Osborne* Virginia Rockers For Life

April 8, 1961 - September 1, 1978

"When my brother Ricky Osborne was 17 years old, he was riding his bike one day from a friend's house and a drunk driver ran off the road and hit him. He suffered from massive head trauma and was in a coma for a little over three weeks. My mother was at the hospital every day by his side until the realization of the fact that he wasn't going to make it set in with her. She finally had him removed from life support September 1, 1978. The man who had killed him, from what I know, only served 1 year in prison for involuntary manslaughter. My brother had just finished job corps and was heading on to a great career as an auto mechanic. I was young when this happened, but I wanted to give my older brothers something to remember him by. They knew him well and I was only 1 1/2 years old but still...if it wasn't for someone drinking and driving, I would have one more older brother today. Thanks, Illumina Records, for letting me share my story with you and for you dedicating this compilation cd to my big brother! Say NO to DRINKING AND DRIVING!"



## *Ashley Ann Perry*

NYC Rockers For Lofe Vol. III

January 15, 1984 - January 27, 2002

It was just 12 days after Ashley Ann Perry's 18th birthday, when a drunk driver killed her. Ashley just left a friends house and had only traveled 400ft when a 19-year-old drunk diver, driving on a suspended license, came around the curve to fast. The car veered into Ashley's lane and hit her vehicle head on. Ashley was the front seat passenger and was wearing her seatbelt, but she died at the scene. Meanwhile, in the other car one of the boys switched places with the drunk driver and told the investigating officer that he was driving the car, and that Ashley's car was on the wrong side of the road, and that her car caused the accident. The driver of Ashley's car fled the scene and didn't call for help until 30 minutes later. The driver of the car has still not been identified. Ashley would have survived the crash if the driver of her car had called for help right away. Ashley's family is asking you to please, don't trust your friends to get you home safely if there is a chance that they have been drinking. Call an adult, parent, aunt, sibling, whomever who can think of so that you can get home safely.



## *Heidi Patrice Hanover & Sadie Leann Clark*

November 13, 1898 - August 14, 2006 June 24, 1990 - August 14, 2006

The Midwest Rockers For Life

Heidi Patrice Hanover, 16, and Sadie Leann Clark, 15, were killed when their car was struck by a drunk driver; the girls were pronounced dead at the scene of the accident. "They were no relation by "blood" but were raised as cousins," Hanover's mother said. For more information on Heidi & Sadie, their lives, and their untimely deaths, please visit [www.myspace.com/heidiandsadie](http://www.myspace.com/heidiandsadie).



## *Mark Allen Longjohn*

Detroit Rockers For Life

November 6, 1953 - October 14, 1969

One of the musicians who has chosen to participate in the Rockers For Life project submitted this story. His name is Mark Thomas Posada and he is from the band Transfriction. The story told of how Mark Allen Longjohn, his uncle, was senselessly killed by a man with multiple convictions for DUI. What struck us so hard is that, with all the years that have passed, the pain has not gone away. This is something we all need to remember.



## *Jillian Ann Martin*

Florida Rockers For Life

June 14, 1978 - March 8, 2003

Dancing, singing, trips to the beach, the Tampa Bay Buccaneers, and great times with friends and family (especially her son)—Jillian Ann Martin loved it all. Unfortunately, everything she loved was taken from her the night her intoxicated boyfriend's motorcycle crashed into a concrete wall. Everyone makes mistakes, but unlike most, this one can't be corrected. Her son and her loving family and friends must grow up and learn to live without her all because of one mistake. A great night has the potential to end miserably if the right choices aren't made. Always remember to make the right choice: don't drink and drive, and make sure nobody else does, either.



## *Katelyn DiSessa*

Northern New England Rockers For Life

Boston Rockers For Life Vol 2

December 6, 1984 - April 22, 2006

Take a minute to think about your best friend. Think about how funny she is and how often she makes you smile. Think about how she drops anything to help you out and listens to you for hours. Think about all the memories, all the jokes, all the fun you've had. Now think about losing her forever. That's what happened to the friends and family of Katelyn DiSessa. On her way home on April 22, 2006, Katelyn's life, along with that of her unborn child, was taken by an alleged drunk driver. Now Katelyn's friends and family are left only with memories. Before you drink and drive, think about Katelyn's story. Remember: everyone else on the road has a best friend, too.

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# MEDIA HISTORY

Its been over twenty years since we started doing all this. Our first drunk driving prevention event was back in 1989 in Amesbury Massachusetts. Since then Ron Bellanti has been raising drunk driving prevention awareness in New England and across America.

Arrive Alive drunk driving prevention concerts; Ground Control school presentations, and many other events have had great success in reaching kids in towns nationwide with our message, Don't Drive Drunk.

Please follow this link for articles and press that we have received for our efforts from the past twenty plus years.  
[www.stopddnow.com/package/mediahistory.pdf](http://www.stopddnow.com/package/mediahistory.pdf)



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# PRESS

Through the years our drunk driving prevention campaigns and programs have received massive national press coverage.

To view a sample of several hundred articles additional articles you may visit our press section by going to [www.illuminarecords.com/press.php](http://www.illuminarecords.com/press.php)

<p><b>THE NORTHWEST CURRENT</b></p> <p>WASHINGTON DC</p> <p>GDS STUDENTS TURN GRADE-SCHOOL FANTASY TO REALITY</p> <p>DECEMBER 30, 2009</p>	<p><b>GTR Newspapers</b></p> <p>OKLAHOMA</p> <p>KIDS SAVING KIDS PUTS OUT A CALL FOR BANDS IN TULSA</p> <p>FEBRUARY 27, 2010</p>	<p><b>Advertiser-Tribune</b></p> <p>OHIO</p> <p>TEEN MUSICIANS SOUGHT FOR DRUNK DRIVING CD</p> <p>FEBRUARY 11, 2010</p>	<p><b>CummingHome.com</b></p> <p>GEORGIA</p> <p>CUMMING TEENAGE MUSICIANS WANTED FOR NATIONAL DRUNK DRIVING AWARENESS CD</p> <p>FEBRUARY 10, 2010</p>	<p><b>MACON DAILY.com</b></p> <p>GEORGIA</p> <p>MIDDLE GA. TEENAGERS ENCOURAGED TO SUBMIT MUSIC</p> <p>FEBRUARY 10, 2010</p>
<p><b>Sidney Herald</b></p> <p>MONTANA</p> <p>TEENAGE MUSICIANS WANTED FOR AWARENESS CD</p> <p>FEBRUARY 16, 2010</p>	<p><b>The Amplifier</b></p> <p>KENTUCKY</p> <p>KENTUCKY TEENAGE MUSICIANS WANTED FOR NATIONAL DRUNK DRIVING AWARENESS CD</p> <p>FEBRUARY 15, 2010</p>	<p><b>APP.com</b></p> <p>NEW JERSEY</p> <p>RECORD COMPANY LOOKING FOR ORIGINAL SONGS BY TEENS</p> <p>FEBRUARY 5, 2010</p>	<p><b>SPRING GROVE HERALD</b></p> <p>MINNESOTA</p> <p>MINNESOTA MUSICIANS WANTED FOR NATIONAL DRUNK DRIVING AWARENESS CD</p> <p>FEBRUARY 16, 2010</p>	<p><b>9 HD WCPO</b></p> <p>OHIO</p> <p>KY. TEEN MUSICIANS WANTED FOR NAT'L CD</p> <p>FEBRUARY 17, 2010</p>
<p><b>THE NEWS-ENTERPRISE</b></p> <p>KENTUCKY</p> <p>TEEN MUSICIANS SOUGHT FOR NATIONAL DRUNK DRIVING AWARENESS CD</p> <p>FEBRUARY 17, 2010</p>	<p><b>WARWICK BEACON</b></p> <p>RHODE ISLAND</p> <p>GROUP SEEKS MUSICIANS TO PROMOTE STOP DRUNK DRIVING CAMPAIGN</p> <p>FEBRUARY 18, 2010</p>	<p><b>Daily American</b></p> <p>PENNSYLVANIA</p> <p>PENNSYLVANIA TEENAGE MUSICIANS WANTED FOR NATIONAL DRUNK DRIVING AWARENESS</p> <p>FEBRUARY 21, 2010</p>	<p><b>Vindy.com</b></p> <p>OHIO</p> <p>MUSICAL MESSAGE</p> <p>FEBRUARY 12, 2010</p>	<p><b>Cannon Wire</b></p> <p>TENNESSEE</p> <p>CANNON COUNTY TEENAGE MUSICIANS WANTED FOR NATIONAL DRUNK DRIVING AWARENESS CD</p> <p>FEBRUARY 24, 2010</p>



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# CONTACT

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**Stop Drunk Driving Now Website  
www.stopddnow.com**

**Stop Drunk Driving Now Twitter Page  
twitter.com/stopddnow**

**Sample Kid Page (Beverly)  
www.beverly.stopddnow.com**

**Sample Checkpoint Mag (Beverly)  
www.stopddnow.com/cities/Beverly/checkpoint**

**Kids Saving Kids  
www.myspace.com/ksk01**

**Kids Saving Kids  
www.kidssavingkids.blogspot.com**

**Ground Control Website  
www.preventdrunkdriving.net**

**Rockers for Life  
www.illuminarecordsrock.blogspot.com**