



IMMEDIATE RELEASE

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Teen Sex & Such: Look Before You Leap!
New Skydiving-themed Show Targets Teen Choices

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Dallas, Texas— “Do I pursue risks, or play it safe?” Every teen will arrive at the same crossroad in life, yet the choice is often more difficult than it seems and the consequences unimaginable. To help answer those questions, the Just Say YES organization created “Look Before You Leap,” a three-screen multimedia experience that takes relationship education to extreme heights.

The show uses a sky-diving theme to portray consequences of risky behaviors. With an adrenaline rush of drama, emotion, and comedy, the show aims to unmask the risks teenagers take everyday, from drugs and alcohol to eating disorders and pornography. The goal is to guide young people to say “no” to negative choices and “yes” to a healthy, happy future.

“For anyone who’s afraid to drink from a fire hydrant, watch out!” said Melissa Cox, one of the show’s creators. “Look Before You Leap” is a full throttle approach to communicating about the barriers young people face in accomplishing their future goals.”

Three years in the making, this \$600,000 show will premier Tuesday, October 16, 2007, at 1:00 PM and 7:00 PM at the Frontiers of Flight Museum in Dallas. The premier is by invitation only. The show will then be available for booking in schools and communities nationwide.

“It’s important for us to understand the whole story about the choices we face and this production brings up topics that aren’t usually discussed in typical teen issues presentations,” said Bonner Voss, a high school senior. “It held my attention not only because it’s relevant, but thought-provoking. Every teen should see this.”

“Just Say YES chose national experts in youth culture to create an engaging and edgy message delivered in a high-impact theatre quality format combining hard-hitting content with rapid-fire visual effects,” says Executive Director, Dan Bailey.

For more information about “Look Before You Leap” educational services, or to schedule an interview, contact Samantha Krieger at 972.437.0002 or skrieger@justsayyes.org.

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To view clips of the show visit: <http://www.justsayyes.org>

Innovative Youth Development Programs

About Just Say YES:

Just Say YES has delivered programs to more than 200,000 students, parents and educators in 15 states. Programs are delivered to both public and private schools.

The 501 (c)(3) nonprofit organization aims to equip youth with factual and relational information, equipping them to live healthy and successful lives. Just Say YES is positioned and qualified to help educators make the most of teaching opportunities and achieve healthy outcomes for today's young people.

The organization's Executive Director is Dan Bailey and receives funding from individual donors and private foundations including the Amon Carter Foundation, the Sid W. Richardson Foundation, the Hoblitzelle Foundation, Hogle Foundation, the Harris Methodist Health Foundation, the Sparrow Foundation, and the Rowling Foundation.

About Melissa Cox:

Vice President of Cox Creative Inc., and one of the Creator's of "Look Before You Leap," Melissa has spent the last 15 years specializing in social marketing and public relations. She specializes in issues surrounding adolescent health and parent connectedness. Her most recent accomplishment was the completion of *Questions Kids Ask About Sex*, a book featured in *USA Today* and NBC's "The Today Show."

About Stephen Vidano:

Producer of "Look Before You Leap," Stephen received a BA in Communication at Seattle Pacific University. After graduating, Stephen started his film career in post-production at Seattle Post & Production. He has directed and shot world-class production across the globe from Munich, to Uganda, to Vietnam, and many locations in between. He most recently finished directing the made-for-TV movie *Tilly*, written by best-selling author Frank Peretti. He has directed spots for Raytheon King Air, The Institute, Rockwell Collins, Edge TV and more.

Statistics about teen risk behavior:

Studies show that students continue to experiment with risk behaviors:

- One of every two eighth-graders has tried alcohol (Substance Abuse and Mental Health Services Administration).
- Alcohol is linked with an estimated 5,000 deaths in people under age 21 each year-more than all illegal drugs combined (National Institute on Alcohol Abuse and Alcoholism).
- According to the College Drinking Task Force report to NIH's National Institute on Alcohol Abuse and Alcoholism (NIAAA), drinking by 18- to 24-year old college students contributes to an estimated 1,700 student deaths, 599,000 injuries and 97,000 cases of sexual assault or date rape each year.
- In 2007, three million teens will contract a sexually transmitted disease and many will show no external signs or symptoms (Center for Disease Control).