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FOR IMMEDIATE RELEASE

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**WAUKESHA COUNTY DRUG FREE COMMUNITIES AND WAUKESHA WEST  
HIGH SCHOOL LAUNCH “WHAT’S YOUR HIGH” PSA CAMPAIGN**

WAUKESHA, Wis. – Waukesha County Drug Free Communities is partnering with Waukesha West High School to create Public Service Announcements (PSAs) and supporting marketing focused on marijuana, alcohol and prescription drugs. The campaign, titled “What’s Your High,” focuses on positive messaging and dispelling myths on youth substance use.

The 30 second video PSAs will air at Marcus Majestic Cinema this summer from June 15<sup>th</sup> to August 15<sup>th</sup>. In addition to the video PSAs, students are creating posters, a webpage and a facebook page to support the video campaign. Starting today, May 13<sup>th</sup> the posters will be available for viewing at Waukesha West High School. In addition, the website, [www.whatsyourhigh.com](http://www.whatsyourhigh.com) and the facebook page launched today. The videos, which are currently available at the website, will debut at the school later this week during the afternoon video announcements.

Youth are encouraged to “like” the facebook page and upload photos or videos of their natural high, be it sports, music, performing or visual arts. The goal of the facebook campaign is to showcase the various ways Waukesha County youth “get high” without the use of drugs and alcohol.

This is the second year of the PSA program which piloted with the high school last year. Videos from last year’s campaign are available at [www.whatsyourhigh.com](http://www.whatsyourhigh.com). The PSA posters, in addition to availability at the high school, will be available for viewing at the Marcus Majestic Cinema this summer. Last year’s poster PSA campaign is available for viewing at Drug Free Communities website, [www.waukeshacounty.gov/dfc](http://www.waukeshacounty.gov/dfc).

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**“Waukesha County DFC and Waukesha West High School PSA Campaign,” continued ...**

This program launch is part of Drug Free Communities Prevention Week Activities. For a full list of activities, please visit [www.waukeshacounty.gov/dfc](http://www.waukeshacounty.gov/dfc).

The DFC program is a federal effort to reduce youth substance use and abuse of drugs and alcohol. The Coalition represents a number of partnering agencies including schools, healthcare professionals, law enforcement, media, parents, youth, state and local agencies, and civic and volunteer groups.

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