



CHALLENGE 2008

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Posit, Inc. and NFL Players Team Up to Educate Students on Dangers of Underage Drinking and Drunk Driving for Prom Season

“Challenge 2008” is the Kick-Off Event of Posit, Inc.’s Plan to Begin Helping Schools Educate Their Students on the Various Public Health and Social Issues They Face in their Daily Lives.

Silver Spring, MD-Washington Redskin, Demetric Evans, is kicking off Posit, Inc.’s initial assembly program at **Northwood High School** on **Thursday, May 8th at 12:45 PM**, talking to its students about the dangers of underage drinking and drunk driving.

Posit, Inc.’s initial event is its launch of programs it will begin to offer starting next school year to schools throughout the mid-Atlantic region tackling various issues like tobacco use, substance abuse, steroids, and other public health and social issues that these students face throughout their daily lives.

“Our vision is to offer school systems ways to target these issues”, says Jason Gill, President of Posit, Inc., “while working within the budget restraints schools have. Students face all of these problems on a daily basis, but oftentimes schools don’t have the resources to educate the students, or an effective way to making it interesting for them.”

Jason Gill refers to a new approach that Posit, Inc. is starting, where schools can register for **free** monthly materials to cover a different issue each month to cover all of the basic concerns that affect a student in their different stages of growing up.

“Can you imagine what kind of impact can be made when combining an incentive-based program with a current entertainment event students are looking forward to? Whether it is a new pro-sport season, movie release, band or artist tour/CD release, or a TV series they look forward to; students look forward to these things. So by adding an educational component to it; they will not only pay attention, they will embrace the program.”, Gill says.

Jason refers to the Challenge and Campaign Cards they have designed that are intended to give the students valuable facts on the issue, contact information if they need to talk to someone, and an area where they are challenged to take a pledge to investigate and take a stance on the issue.

“We feel that this event will be the start to us showing the effectiveness and interest that the students will exhibit when a pro-football player speaks to them. And from there, starting next school year, we will be adding our free monthly materials to the mix to cover a different topic each month using these other entertainment choices.”, says Jason. “We want schools to know we are here to help and we have a formula to make it something their students will enjoy.

Posit, Inc.’s plan is to begin releasing the free monthly materials starting next school year. Posit, Inc. encourages any local media or educators to come out to attend the event, and meet with our staff. If you would like to attend the event on May 8th at 12:45 PM at Northwood High School, then please e-mail jason.gill@positinc.com or fax the Assembly Visitation Registration Form to (410) 735-1670.