

Subj: **New Donation Supports 10,000Kids Efforts Against Meth Abuse**
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New Donation Supports 10,000Kids Efforts Against Meth Abuse

Las Vegas, Nev.- Mario E Diaz & Associates, with offices in Las Vegas, joins the fight with their resources to support the Crystal Darkness campaign Rev. Troy Martinez helped begin almost two years ago. A special presentation by middle school children to Nevada First Lady Dawn Gibbons and Attorney General Catherine Cortez-Masto takes place on Tuesday, December 16, 2008 at 1 p.m. at the Monaco Middle School's Auditorium, located at 1870 N. Lamont Street, Las Vegas. Media is invited to join the presentation and the press conference and reception that follow.

Rev. Troy Martinez of 10,000Kids has secured another partner in the battle against Methamphetamine abuse in Las Vegas . Mario E Diaz & Associates, with offices in Las Vegas , joins the fight with their resources to support the Crystal Darkness campaign Martinez helped begin almost two years ago. A special presentation by middle school children to Nevada First Lady Dawn Gibbons and Attorney General Catherine Cortez-Masto takes place on Tuesday, December 16, 2008 at 1 p.m. at the Monaco Middle School 's Auditorium, located at 1870 N. Lamont Street , Las Vegas. Media is invited to join the presentation and the press conference and reception that follow.

"Some of the students attending Monaco Middle School want to personally thank the First Lady and Attorney General for their efforts in the anti-meth program," Martinez recently explained. "We've done a lot of Crystal Darkness training at the school and they see how preventing even one child from trying methamphetamine is worth everything. They know how the success of the program has positively affected their lives and their school."

First Lady Dawn Gibbons directed Mario E Diaz & Associates toward Rev. Martinez's need for funding and it has proven to be an excellent fit.

"My task is to bring the Crystal Darkness and the Martinez 's 10,000Kids effort to the forefront," said First Lady Gibbons. "We must continue our efforts to keep people from becoming complacent about this severe problem (meth) in our state."

Mario E. Diaz was aware of the Crystal Darkness campaign even before opening the Las Vegas location for his firm.

"I applaud the success of the Crystal Darkness campaign across the country. Beginning in Las Vegas and then reaching to Arizona , First Lady Dawn Gibbons helped bring national attention to this terrible problem," Diaz said. "As a businessman branching out in Nevada , having friends and acquaintances affected by the abuse of Methamphetamine, I am committed to protecting the youth of Nevada . Rev. Martinez and 10,000Kids gives us a great community partnership."

Martinez says the newest training manual, 'Katie's Story,' is directed toward elementary age students to teach them the dangers of meth use.

"We began with the publication of 'Crystal Darkness' in May 2007 for middle school, high school and adults. To keep the printing cost-effective, we used the first manual, produced by 10,000Kids Publishing, as a training manual as well as a teachers' aid for the teachers taking the message to the kids," Martinez explained. "Now we are publishing 'Katie's Story' for the age group younger than middle school age children."

Martinez adds that Las Vegas was the first area to do a full-blown Crystal Darkness Campaign including the educational materials produced by his organization 10,000Kids along with the documentary of the same name to kick off the program back in May 2007.

"Since that beginning we have distributed more than 140,000 of the handbooks to Nevada 's youth. This new publication, 'Katie's Story,' will take the message to an audience that unfortunately, if not reached through outreach, could be tempted to try meth."

Mario E Diaz & Associates' new donation helps 10,000Kids Publications' effort to continue battling the problem of Methamphetamine abuse in Nevada.

"This new infusion of capital is so encouraging to us," Martinez said. "To continue seeing community partners willing to invest in our young peoples' future gives us hope."

About 10,000Kids –

Our mission is to improve the lives of a minimum of 10,000 kids in Southern Nevada annually including but not limited to education, vocation, health, family relationships, homelessness, drug, alcohol & gang prevention and intervention, social and spiritual well being. Contact Troy Martinez, 702.387.1010 or lv10000kids@yahoo.com.

About Mario E Diaz & Associates –

Since its establishment in 2001, Mario E Diaz & Associates has quickly grown to be one of the

premier government and public relations firms in Arizona . The firm provides government relations, community outreach, campaign management and legislative services with consistently positive results. The firm boasts an impressive client list which includes GlaxoSmithKline, ValueOptions, The Phoenix Zoo, Turf Paradise, GTECH, the Payday Loan Reform Act – Yes on 200 and the Committee to Re-Elect Phoenix City Councilman Mike Johnson. The firm opened its Nevada office in 2007. For additional information visit [www.medandassociates.com/ href="http://www.medandassociates.com/">](http://www.medandassociates.com/)
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About DM Productions LLC –

DM Productions LLC is a limited liability company with offices in the Reno/Lake Tahoe region and in Phoenix . With nearly 20 years of experience, DM Productions LLC helps companies of all sizes and industries achieve their marketing goals through smart strategic thinking and effective creative solutions. As a full service firm DM Productions LLC provides a complete range of strategic marketing and communication services, including creative development, branding, advertising, public relations, media planning, promotions, production and post-production services, government affairs, event management and dynamic web design. More information is available at their Website: www.dmproductionsllc.com or call 775-825-1727

Quick Facts About Methamphetamine & Nevada:

- 1) Nationwide, 6.2% of high school youth report having used Methamphetamine "at least once in their lifetime." In Nevada , 11.7%, in Washoe County , 10.2%, and in Clark County , 11.6% of high school students report lifetime use of methamphetamine. (Source: Nevada Youth Risk Behavior Survey or YRBS, 2005 & Join Together Northern Nevada , Meth – Finding Solutions in Our Community Presentation, 2007)
- 2) Nevada is the 7th highest (176 per 100,000) among methamphetamine/amphetamine admissions to treatment, with a rate three times the national average (56 per 100,000). (Source: Drug and Alcohol Services Information System, Issue 9, 2006)
- 3) Between 2002 and 2006, all methamphetamine related adolescent admissions to publicly funded treatment programs increased 25% (increased from 483 admissions to 605 admissions). For SFY 2006, the breakdown for the 605 admissions is as follows: Washoe, 56, Clark , 331, and balance of state, 218. (Source: Substance Abuse Prevention and Treatment Agency, Methamphetamine Fact Sheet, 2006)
- 4) Between 2002 and 2006, all methamphetamine related adult admissions to publicly funded treatment programs increased 31% (increased from 3,399 admissions to 4,440 admissions). For SFY 2006, the breakdown for the 4,440 admissions is as follows: Washoe, 1,074, Clark , 2,127, and balance of state, 1,239. (Source: Substance Abuse Prevention and Treatment Agency, Methamphetamine Fact Sheet, 2006)
- 5) SAPTA estimates that there are 6,617 adolescents in Nevada who have unmet need for methamphetamine treatment. Also, SAPTA estimates that there are an estimated 2,062 juvenile justice involved adolescents who have unmet need for methamphetamine treatment. (Source: SAPTA presentation for Nevada State Legislature Methamphetamine Fact Finding Committee, 2007)

6) Based on the State Demographer's projected 2007 population estimates, SAPTA estimates that there are 1,063 youth aged 12-17 in Washoe County , 4,758 youth aged 12-17 in Clark County , and 796 youth aged 12-17 in balance of state needing treatment for methamphetamine. (Source: SAPTA presentation for Nevada State Legislature Methamphetamine Fact Finding Committee, 2007 & Nevada State Demographer, Population Estimates Updated 2006)

7) SAPTA estimates that there are 58,445 adults in Nevada who have unmet need for methamphetamine treatment. (Source: SAPTA presentation for Nevada State Legislature Methamphetamine Fact Finding Committee, 2007)

8) Based on the State Demographer's projected 2007 population estimates, SAPTA estimates that there are 8,892 adults in Washoe County , 42,177 adults in Clark County , and 7,376 adults in balance of state needing treatment for methamphetamine. (Source: SAPTA presentation for Nevada State Legislature Methamphetamine Fact Finding Committee, 2007 & Nevada State Demographer, Population Estimates Updated 2006)

9) Seventy-six of law enforcement agencies in the southwest U.S. report that methamphetamine is their largest drug problem. The Drug Enforcement Administration (DEA) reports that meth is the most frequently encountered drug in Nevada . (Source: National Association of Counties survey of 500 law enforcement agencies nationwide, 2005)

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