



**\*\*\*\*\*MEDIA ADVISORY\*\*\*\*\***

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**CALIFORNIA DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS AND  
THE PARTNERSHIP FOR A DRUG-FREE AMERICA TO BRING  
ANTI-METHAMPHETAMINE CAMPAIGN TO CALIFORNIA**

**WHAT:** The California Department of Alcohol and Drug Programs and The Partnership for a Drug-Free America will launch a new public awareness campaign to address illicit methamphetamine use in California. Through powerful advertisements and targeted public relations, the campaign will focus on teens, women of childbearing age and men who have sex with men.

**WHEN:** Wednesday, January 17, at 10 a.m.

**WHERE:** State Capitol  
Press Room 1190  
Sacramento, CA 95814

**WHO:** Participants include:

- Kathryn Jett, Director, California Department of Alcohol and Drug Programs
- Mike Townsend, Executive Vice President, The Partnership for a Drug-Free America
- Todd Menard and Elizabeth Gomez (personal stories)

**About the California Department of Alcohol and Drug Programs**

The California Department of Alcohol and Drug Programs provides leadership and policy coordination for the planning, development, implementation and evaluation of a comprehensive statewide system of alcohol and other drug prevention, treatment and recovery services.

**About The Partnership for a Drug-Free America®**

The Partnership for a Drug-Free America® is a non-profit coalition of professionals from the communications industry. Using a national drug-education advertising campaign and other forms of media communication, the Partnership exists to help reduce illicit drug use in America.

*\*Note: Beta tapes and DVDs of the new advertisements will be available at the press conference.*