

PAW PRINT PRODUCTIONS

August 7, 2006

Pam and Buffy™ Alcohol and Drug Awareness Campaign

Highlighting the 2006 Georgia Alcohol and Drug Awareness Day for kids, "Cool is me. I'm Drug Free" will air live on Comcast TV from the Dunwoody studios of DeKalb County. Approximately 200 students will be selected to participate in the live broadcast while others watch the program on TV25, the state's government access channel, or via the Pam and Buffy™ website, www.pamandbuffy.com that will air TV25 through streaming video. All schools who wish to participate may do so through Comcast's TV25, the educational branch of Comcast. Students watching the program on television or the Internet will also be able to e-mail comments and questions by simply going to www.pamandbuffy.com.

After federal drug enforcement agent, Enrique Camerena, was brutally tortured and murdered in the line of duty, the National Family Partnership launched its first Red Ribbon Campaign in 1985.

Since 1990, Pam and Buffy Inc., has promoted the National Red Ribbon Campaign. The National Red Ribbon Campaign promotes and encourages people to make a personal and public commitment to drug-free living during the last week of October. Pam and Buffy™ is creating awareness 365 days a year with "Cool is Me, I'm Drug Free."

Comcast, the country's leading cable and broadband communications provider, has committed 50 Million dollars in advertising exposure to the Partnership for a Drug-Free America. Pam and Buffy Inc., in collaboration with Comcast Cable, will reach thousands of students, parents and educators to raise awareness and educate them on the effects of substance abuse. They are working diligently toward attaining drug-free communities and partnerships that sponsor a statewide alcohol, tobacco and drug prevention. Pam and Buffy™ are working alongside various educators, counselors, medical and legal professionals, sponsors and Drug free school coordinators to prevent drug abuse.

Through partnerships the message of drug and alcohol abstinence for younger children can be made available 365 days a year. For additional information call 404-323-7370.

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