

## NEWS ADVISORY

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### **PRIDE-Omaha, Inc. Calls For Nike To Stop Drug Promotion**

(Omaha, NE) PRIDE-Omaha, Inc. joins other grassroots drug prevention organizations across the country in calling for Nike to stop promoting drug use through that company's new "Get High" t-shirts.

The campaign includes t-shirts such as:



PRIDE-Omaha, Inc. Executive Director Paul M. Carter states, "Marijuana and other drug use is a huge problem among the youth of this community and the nation. The volunteers and staff of PRIDE-Omaha, Inc. are working hard to keep children drug free, and then a major national company undermines our efforts by promoting drug use. This is not what we expect from a national corporation that targets so many young people as customers. "

PRIDE-Omaha, Inc. is urging parents and concerned citizens to contact the company to urge them to stop promoting drug use at: <http://nike.suggestionbox.com/>.