
NEWS RELEASE



Jupiter Police Department
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“Cruisin Sober” Campaign

December 19, 2008 – The Jupiter Police Department is joining with the Palm Beach County Substance Abuse Coalition (PBCSAC) in promoting the new “Cruisin Sober” campaign.

In December Chief Frank Kitzerow and Mayor Karen Golonka, along with PBCSAC’s Executive Director Doris Carroll, signed a Memorandum of Understanding for Jupiter to be the first municipality to roll out a community wide campaign focused on substance abuse prevention. “The new campaign will unite schools and community agencies with the Jupiter Police Department to bring this powerful ‘no use’ message to bring together parents, schools and businesses as we look forward to the new and innovative way we will interact together to keep kids drug free.” said Doris Carroll.

Beginning this month, and continuing through May 2009, Cobb Theaters in Jupiter will be advertising the “Cruisin Sober” campaign in all eighteen movie theaters. Other efforts will include billboard ads, bus stop ads, mail-outs targeted to parents, youth involvement and other community focused ideas.

Jupiter is one of more than 150 agencies, businesses and citizens belonging to the PBCSAC and sharing their vision: “A child, a family, a neighborhood, a whole community that is happy, healthy and drug-free.”

For more information, contact the Jupiter Police Department at 561.746.6201 or the Palm Beach County Substance Abuse Coalition at 561.632.5663 www.PBCSAC.org
www.SubstanceAbuseCoalition.com

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