



January 5, 2011

Ms. Debi Abadie
Virginia PTA President
1027 Wilmer Avenue
Richmond, Virginia 23227-2419

Dear Ms. Abadie:

We are pleased to inform you of MADD's community-based prevention program for underage drinking is now available in our community. Based on scientifically proven results by Dr. Robert Turrisi and his colleagues from Pennsylvania State University, Mothers Against Drunk Driving (MADD) has created a parent handbook to provide guidance to parents of teenagers for communicating with their kids about alcohol. Why parents? Research shows that 74% of kids say their parents are the leading influence on their decisions about drinking alcohol. And alcohol kills more teenagers than all other illegal drugs combined.

The handbook will be given to parents at 30-minute workshops located throughout the community by trained MADD staff and volunteer facilitators. There will be no charge to parents.

We are contacting you because the PTA is a National Partner in this effort with MADD, and community support and partnership is vital to reaching as many parents as possible in order to collectively prevent underage drinking in our community. We ask that your members consider the ways in which Local PTA time, resources, and ideas will double our efforts in this fight to save lives. Several initial methods for partnering with MADD include:

- Hosting a 30-minute parent workshop, by providing space and seating for 20-30 adults, at this location:

- Promotion/advertising your upcoming parent workshop through:

- Providing the following resources for the parent workshop(s):
 - Refreshments
 - Door Prizes
 - Donation in the amount of \$_____

We look forward to partnering with the Virginia PTA!! I can be reached by email at cristi.cousins@madd.org or 804-353-7121

With sincere thanks,

Cristi Cousins, M.Ed.
State Program Specialist
MADD VA