



TEACHING KIDS TO RESIST DRUGS & VIOLENCE

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D.A.R.E. America Press Release

D.A.R.E. America is proud to announce a partnership with World Wear Project, LLC a leader in the clothing recycling business since 1994. Headquartered in Dallas, Texas, World Wear Project employs over 100 people and is recognized as an innovator in the textile recycling industry. World Wear Project is a for-profit used apparel collection company with a community focus and humanitarian cause. World Wear Project diverts used clothing and shoes from our landfills and makes them available and affordable to people domestically and internationally who might otherwise be unable to afford new clothing. World Wear Project assists schools, places of worship, community centers, charities and other non-profits generate much needed funds while promoting global responsibility.

World Wear Project will be working with retail locations to place D.A.R.E. bins in the Dallas area beginning this summer and eventually throughout Texas and the Southwest. All D.A.R.E. bins will be blue and feature a D.A.R.E. logo. The D.A.R.E. bins will have a phone number and contact information clearly posted.

John Lindsay, Vice-President of Development, commented, "We are proud of our relationship with World Wear Project. This is a company that helps keep millions of pounds of solid waste out of our nation's landfills by making it safe, easy and convenient for communities to recycle used clothing."

The funds raised for D.A.R.E will be specifically used to train new D.A.R.E. police officers, provide ongoing training to existing D.A.R.E. officers, and assist in the purchase of books and other supplies needed for the classrooms. Matt Petrie, the state treasurer for the Texas DARE Officers Association, stated, "We look forward to working with World Wear Project as this will provide us with a reliable income stream to train officers at a time when training budgets have been and continue to be cut."

D.A.R.E. is taught by over 15,000 police officers in over 10,000 communities who serve as the first line of defense in America's schools. Using a science and research based curriculum, D.A.R.E. teaches communication and refusal skills as well as decision-making skills. D.A.R.E. now has enhanced lessons and activities on Cyber Bullying, Teen OTC/Prescription Drug Abuse, Methamphetamine, Bullying, Gangs, and Internet Safety. Additionally, there have been 19 studies since 1997 showing D.A.R.E. is effective including a study by the National Medical Association showing D.A.R.E. graduates are five times less likely to begin smoking than non-D.A.R.E. graduates.

Members of the media with questions or who would like to do a story on this new partnership are encouraged to contact John Lindsay at D.A.R.E. America at (310) 433-5450 or Jan Ansell at World Wear Project at (214) 352-5551.