

The Benevolent and Protective Order of Elks and the Federal Drug Enforcement Administration (DEA) Collaborate with FBE to Premiere Emotional Drug Awareness Campaign

New Anti-Drug Awareness Video Highlights Pressures of Teenage Substance Abuse

Los Angeles, CA, November 25, 2019 – ELKS Drug Awareness Program (DAP), the nation's largest all-volunteer drug education group, has partnered with the Drug Enforcement Administration (DEA) to launch a national anti-drug educational video "Teens React To Conversations With Survivors of Addiction", to spotlight the effects of drugs on teenagers. The video premiered today on [FBE](#), a multi-platform digital studio that serves over 34 million subscribers. with additional content running on their Twitter and Facebook pages using hashtag #ElksDAP and #DEA.

Viewers can watch the full video using the following link:

https://www.youtube.com/watch?v=6WNjlc_P6O4

The video features teens and their parents watching interviews from a diverse group of adults who describe their journey into addiction and road to recovery. Once having seen the footage, the teens and their parents meet the interview subjects in person and further explore their experiences.

Ahead of the nationwide campaign, teens from all over the country participated in the Elks Anti-Drug Video Contest – the 2019 winning entry *Sunshine* by El Modena High School Sr. Sandy Beach, which elicited very strong and emotional reactions, was then watched by the teens, parents and individuals in recovery as seen in the video. Following this, the group then engage in a candid and heartfelt discussion that is a must watch for parents and their children. It is at times lighthearted and other times heart wrenching as the parents, teens and people in recovery connect on a truly human level.

The video, while being very engaging also provides information for teens and parents on how to handle peer pressure, conversations with your kids, signs that someone you care about might have a problem and many other important subjects critical to keeping kids safe and drug free. The video also encourages parents, kids and teens to visit www.elkskidzone.com, the Elks DAP Kids site, www.justthinktwice.com, DEA's website for teens and www.getsmartaboutdrugs.com – DEA's website for parents, educators, and caregivers all of which provides access to a wide array of education and treatment resources.

"FBE is dedicated to sharing stories that make an impact," said Marc Hustvedt, CEO of FBE. "Our wide array of content often ignites emotional responses and this effort really provided a human spotlight on a very serious issue. We look forward to sparking an important conversation with our community and draw attention to the powerful resources like ELKS and the DEA who are there to help. You are not alone."

The Project was once again created by Sunny Day Entertainment who has previously partnered with the DEA and ELKS DAP on several anti-drug videos with SMOSH in [2017](#) and [2018](#). The Elks have also created several comic books including ones with the New York Fire Department (FDNY) and Marvel which are available on www.Elkskidzone.com. Kent Gade National Director of The Elks DAP said “The Benevolent and Protective Order of Elks is committed to finding unique and effective tools to provide education about illegal drug use and legalized drug abuse by our children and adults. We are very proud of our relationship with the Drug Enforcement Administration and excited to partner with FBE on this project!”

“The Elks are outstanding, long-time partners with DEA in raising awareness about substance abuse and its destructive effects on families throughout the United States,” said DEA Acting Administration Uttam Dhillon. “I commend the Elks for their continued efforts to engage as many teenagers and parents as possible to prevent drug addiction before it starts.”

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About ELKS

As a 150-year-old organization, they are 100% inclusive with a membership of close to 1 million diverse Men & Woman in over 2000 Lodges nationally and while they consider themselves faith based, they are non-denominational and open to all creeds. The Elks have always prided themselves on civic duty, and the ElksDAP program is the nation's largest all volunteer Kids Drug & Alcohol Prevention program. The Elks are also strong supporters of our brave men & women in the Military having built and donated the nation's first VA Hospital to the US Government. The Elks have donated more than \$3.6 Billion in cash, goods and services to enrich the lives of millions of people!

About DEA

The United States Drug Enforcement Administration was created in 1973 by President Nixon after the government noticed an alarming rise in recreational drug use and drug-related crime. A division of the Department of Justice, the DEA is tasked with enforcing the controlled substances laws by apprehending offenders to be prosecuted for criminal and civil crimes. The DEA is the largest and most effective anti-drug organization in the world, with 239 domestic locations and 91 foreign offices in 68 countries.

About FBE:

FBE is an award-winning multiplatform studio that produces 20 serialized shows for over 34 million subscribers. FBE programming earns 300+ million monthly unique views, is watched for 1.5 billion minutes each month and has 12+ billion lifetime video views. Beyond its well-known React franchise, FBE develops digital and traditional formats along with interactive, branded and VR content. Nickelodeon, E!, truTV, Facebook and YouTube Premium have all partnered with FBE to create stories for television. The team is comprised of over 100 full-time employees in its Burbank, CA, headquarters and is led by CEO, Marc Hustvedt and founders, Rafi and Benny Fine.