

Taylor's HOPE



This is a portrayal of the electronic billboard advertising campaign that ran throughout Erie County, PA in October and November of 2023. Special thanks to all of the families for allowing us to share their loved ones with the world and help erase stigmas and educate the public that illicit drugs are deadly. Taylor's HOPE is also extremely grateful to the professionals at LAMAR advertising for making this campaign a reality and helping to save lives.



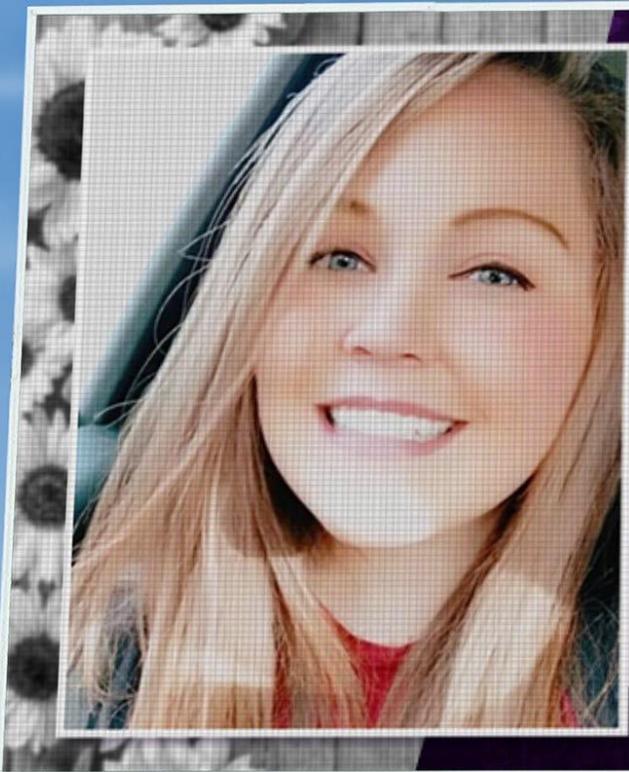


41% Of Teens Who
Overdosed In 2021
Were Also Being Treated
For Mental Illness

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Tyler McDowell High School





Fentanyl Poisoning is
the Leading Cause of Death
in Americans, Ages 18-45

Taylor *Fairview High School*



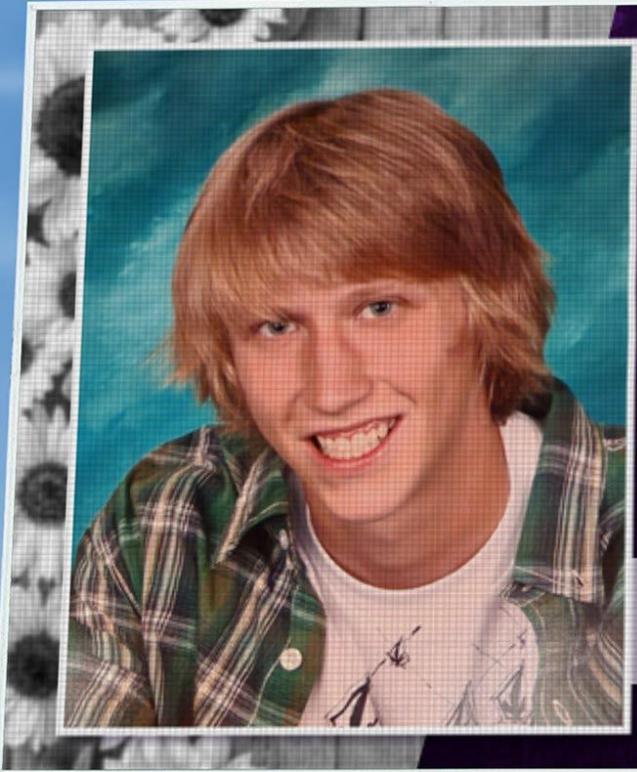


The Average Age of a Teen
Who Dies From an Overdose
is 15.1 Years - 9th or 10th Grade

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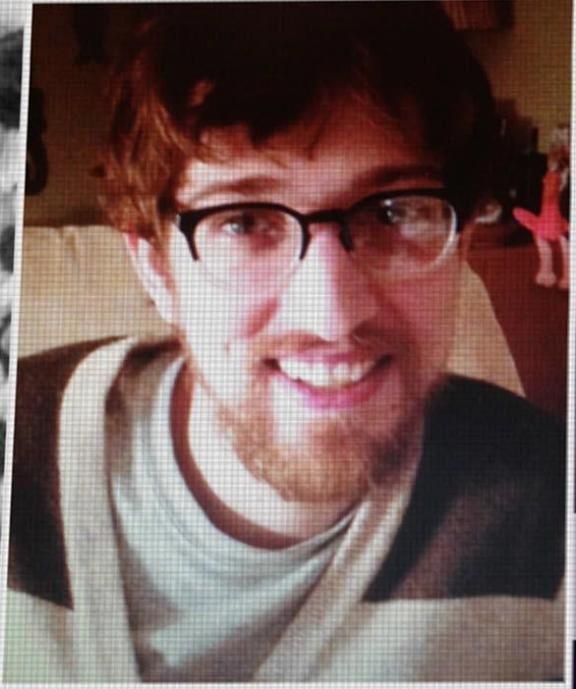
Tanner *Perseus House Charter School*



Teen Overdose Deaths Can
Occur in Any School, Any
Neighborhood, Any Family

Steven Harborcreek High School





Today's Drugs Kill -
Use Has Gone Down, But
Overdose Rates Have Soared

Steve *Fairview High School*

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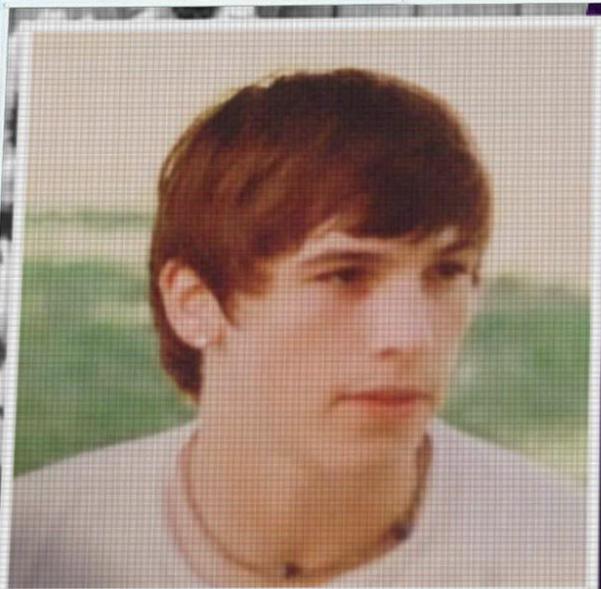
Counterfeit Pills Are Sold on
Social Media - Trusting The
Source Will Lead to Remorse

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Ryan *Cathedral Prep*



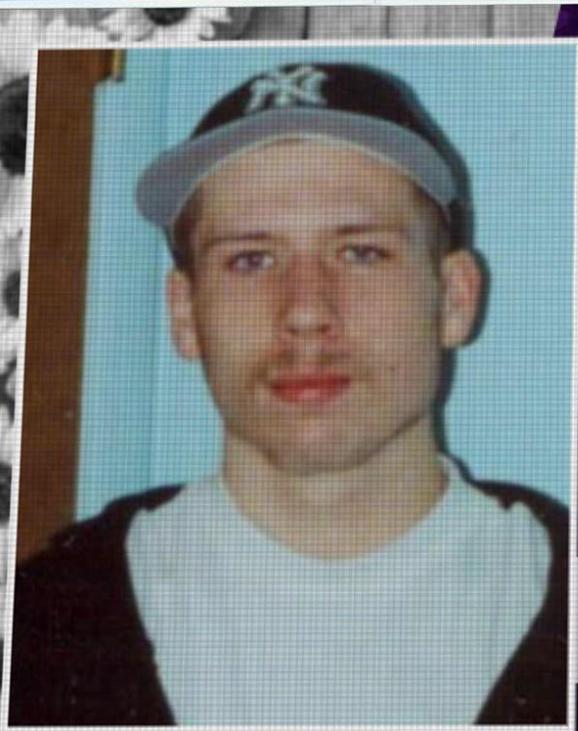
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Ryan
Harborcreek High School

**2/3 of Teenage
Overdose Deaths Involve
Multiple Bystanders -
They Provided No Overdose
Assistance.**





Enough Fentanyl Has
Been Seized to Kill Every
Person in the United States

Rick East High School

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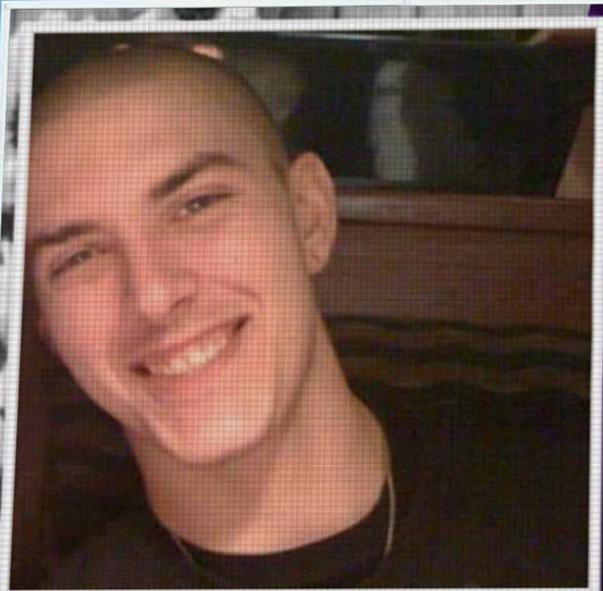




90% Of Teenage
Overdose Deaths
Involve Opioids

Olivia Seneca High School





Michael
Harborcreek High School

**Fentanyl is Not Only
Tasteless and Odorless,
But Can Also Leave
You Lifeless.**

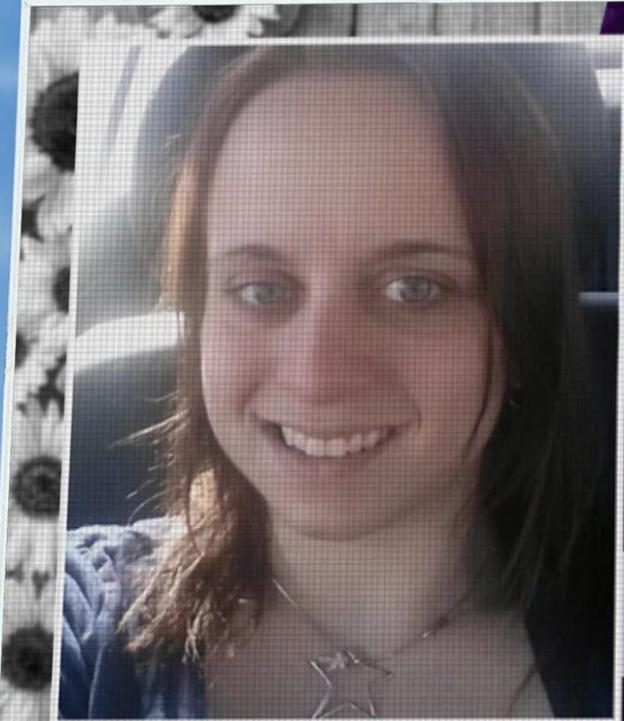




While Teen Drug Use Has Declined Slightly, Overdose Deaths Have More Than Doubled

Lindsey North East High School





Fentanyl Can Be Disguised
As A Prescription Pill.
Fake Pills Kill For Real

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Krystal McDowell High School





Jonathan
North East High School

**We're Losing the
Equivalent of One Jet
Airliner Crash per day
to Fentanyl Related
Deaths.**





Deaths Involving Illicitly
Manufactured Fentanyl
Increased 182% In The
Past 3 Years

Jenna *McDowell High School*

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25% of Teen
Overdose Deaths
Involve Counterfeit Pills

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Cynthia Collegiate Academy



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Cory
North East High School

Since 2018,
Teenagers Have Lost
1,227,224 Years of Life
to Overdoses.





**Overdose Deaths More
Than Quintupled (5X)
Between 1999 & 2021**

Collin McDowell High School

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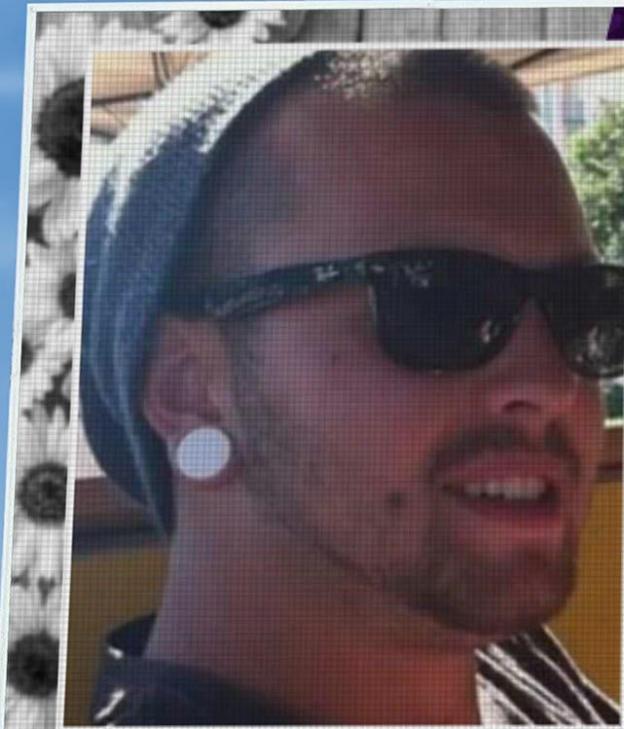
Today Is The Most
Dangerous Time To Be A Teen.
One Pill, One Mistake
Could Be Deadly.

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Colleen *General McLane High School*



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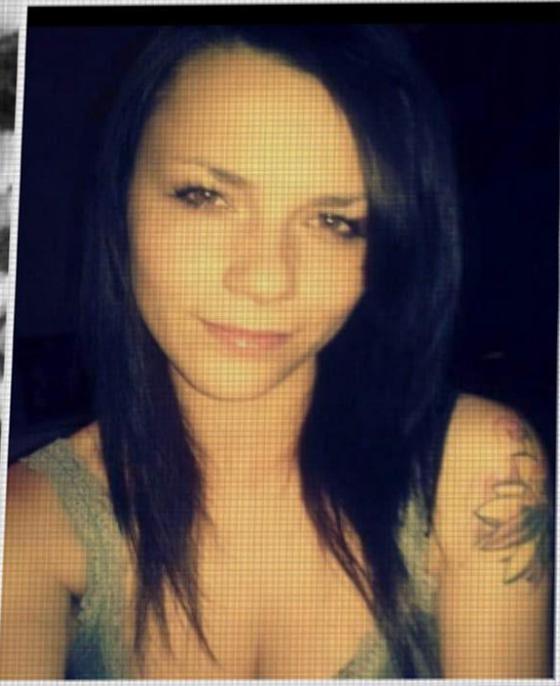


**25% Of Teen Overdose Deaths
Involve Counterfeit Pills. Any
Drug, Anytime, Anyone. Drugs Kill;
They Don't Care Who You Are.**

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Cody Harborcreek High School



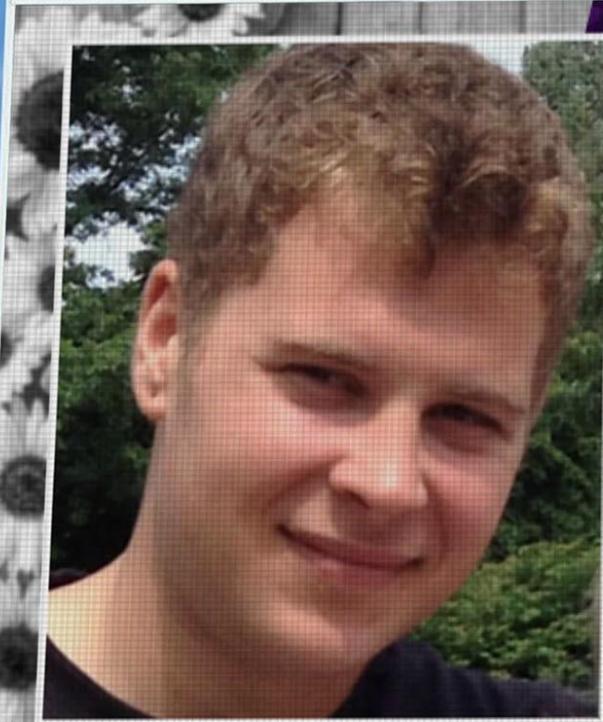


84% Of Teenage Overdose
Deaths Involve Fentanyl

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Christina *Iroquois High School*





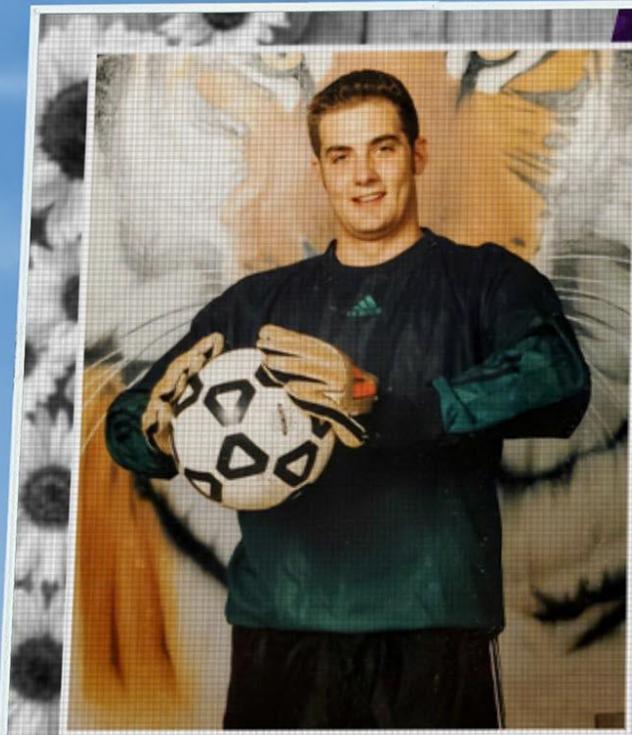
**Overdose Deaths Among
Teens More Than Doubled
During The Covid Pandemic**

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Adam *McDowell High School*



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Opioid Deaths More
Than Decupled (10X)
Between 1999 & 2022

Adam *Fairview High School*

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