



Clearview Regional High School Pre-Prom Event
625 Breakneck Road, Mullica Hill, NJ 08062

KEITH BROOK, PRINCIPAL

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JESSICA DATZ, SAC

Dear Parents/Guardians,

My name is Jessica Datz and I am the Student Assistance Counselor here at Clearview Regional High School. This year I am excited to announce that Clearview will host the Arrive Alive Tour on May 22nd and May 23rd, 2017 for our pre-prom assembly. All juniors and seniors will participate in this valuable event during their Health or Physical Education class. Arrive Alive is a national tour that visits high school and college campuses across the country. Their goal is prevention of drinking and driving as well as texting and driving. Their slogan is to provide S.A.F.E. driving experiences (Sober and Free of Electronics). This program is being partially sponsored by Project Prom and many local businesses have donated gifts for our students to win after participating. In preparation for the simulator on May 22nd and May 23rd, students will watch a video in their Health or Physical Education class. This video chronicles a few families who have lost a child to a drunk driving accident as well as court sentences of those offenders who have killed someone due to their driving mistakes while under the influence. It is important for our young people to know that one mistake in judgment could change their life forever.

On each day (May 22nd and May 23rd) students will have a chance to get behind the wheel of a real car and wear simulator goggles to educate them about unsafe driving behaviors. Arrive Alive states, "the simulator allows participants to experience -in a controlled environment – the potential consequences of distracted driving and driving while intoxicated, so that they don't make the same mistakes in their everyday lives."

Please feel free to visit the website at www.arrivealivetour.com for more information. If you look under the videos tab, you can view the promotional video and the virtual tour. I hope in preparation for this event that you will discuss with your child(ren) the importance of safety behind the wheel and the importance of making good decisions in regards to alcohol and texting and driving. Arrive Alive will send out press releases and place calls to newspapers and television stations in the area.

Thank you for helping to make our Pre-Prom event a success, and thank you for your continued interest and investment in our youth. Please consider signing your child(ren) up for Project Prom. Project Prom was formed 12 years ago at student's request because on two separate occasions two of their classmates were killed in car accidents related to drunk driving. The students asked for an alternative to after prom house parties where drugs and alcohol could enter a home without parents even knowing.



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Our school immediately put the word out that they needed dedicated parents to raise money in order to fund an after prom event to keep the students safe. That committee was able to raise enough money to send those students to Dave and Buster's.

This year and every year in between, prom attendees have had the opportunity to attend Dave and Buster's. The cost of the ticket which is \$20, includes their bus ride to Dave and Buster's, food, sundae bar, access to a selfie mirror, henna tattoo artist and a caricature artist. PLUS, they get to start their night with a \$45 power card to play games! Project Prom gives each attendee a small memento (t-shirt, drawstring bag or water bottle) and a gift worth at least \$20!

This is a win-win situation for parents and students. The students have fun hanging out with friends and playing games, and parents can rest assure that their child is safe in a drug and alcohol-free environment.

Please encourage your child to sign up for Project Prom this year! Tickets will be available at the same time prom tickets are sold.

Sincerely,

Jessica Datz
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