

## **Life at its best and the Durham Bulls**

The Durham Bulls are a minor league baseball team based in Durham, North Carolina. The team, which plays in the International League, is the Triple A affiliate of the Tampa Bay Rays major-league club. They became famous in 1988 following the release of the movie, *Bull Durham*, which starred Kevin Costner.

A major summer attraction for families in the Durham area, the team puts a high priority on providing a positive and fun environment. One of their events during the season is an Annual Education Day where they host a middle-of-the-week day game for 5000 local students. Some of the highlights include: students interviewing the players, teacher-student competitions on-field and interactive Education Learning Stations.

An active sponsor of the Annual Education Day is The Partnership for a Drug-Free North Carolina. The Partnership provides services to reduce the negative impact of substance abuse and mental illness on North Carolina's families and communities. This year, Michael Eisen, State Coordinator-North Carolina Preventing Underage Drinking Initiative, suggested that as part of their preventing underage drinking initiative, The Partnership include the *Life at its Best – Add Nothing* campaign.

Michael states, "*Life at its Best – Add Nothing*, is such a positive message. It really sums up North Carolina's overall message to youth - life is great all by itself – you don't need anything else. And because the Durham Bulls have a similar philosophy, it just makes sense to combine efforts."

The Bulls franchise also thought it was a great message to send to youth and were delighted to include it as part of the Education Day Event. As a result, 500 youth will get t-shirts that have the Durham Bulls logo, The Partnership's logo and the *Life at its Best – Add Nothing* logo on them. The Partnership will have information tables set up with additional materials for youth.

"This is just the beginning of getting The *Life at its Best* message out to youth in North Carolina," says Eisen. "It's difficult to find a positive message geared to youth that is so concise and counters the myriad of pro-alcohol messages that youth see on a daily basis. FACE has done a good job in providing a wide variety of materials and media so communities can build an effective campaign around the *Life at its Best* message."

Penny Norton, Director for FACE states, "This is a really great example of different groups coming together and sending out an optimistic message to youth. Enjoying a fun day at a ballgame is a good example of the message behind *Life at its Best - Add nothing*. We want kids to know that life can be exciting all on its own – and you don't have to worry about any of the negative outcomes that can happen when alcohol is involved."