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PREVENTION FIRST WINS FIVE AWARDS AT THIS YEAR'S JASPER AWARDS

Ocean Township, NJ, October 25, 2011 –On Friday, October 14, 2011, the Jersey Shore Public Relations and Advertising Association (JSPRAA) announced the winners of the 37th annual JASPER awards. This year, Prevention First won a Gold Award in two categories, Print Material: Poster and Corporate Identity: Stationery Package. The agency also won three Silver Awards in the categories of Television/Video: Short Documentary/Promo (61 seconds - 10 minutes), Special Event Planning: Community Event (one-time) and Special Event Planning: Fundraiser (one-time). Prevention First also won the Helen Hoffman Best in Show Award for the Print Material: Poster entry. This award is given to the entry that scored the highest overall across every category.

The award for Print Material: Poster is for an advertising campaign created by Filter Advertising to bring awareness to the problem of bullying and highlights Prevention First's expertise on the issues of bullying. The Television/Video: Short Documentary/Promo award is for a video done by Jeff Buccellato about Prevention First's *What If...* program, which is one of the bullying programs that Prevention First provides to high schools. The award for Corporate Identity: Stationery Package is for Prevention First's new stationery and the Special Event Planning: Fundraiser was for the agency's 2011 gala, *Après Ski*, which raised over \$150,000 for bullying, violence and substance abuse education. The Special Event Planning: Community Event award is for Prevention First's free 2010 concert, *Rock to Prevent*. Held at Pier Village in Long Branch and featuring young musicians, its goal was to inspire other young people to get involved in a hobby like music, because studies show that children with a hobby are 45% less likely to become involved in substance abuse.

Established in 1974 to honor excellence in the New Jersey communications industry, this year's Jasper Awards received hundreds of entries in 100 categories encompassing advertising, print materials, direct mail, corporate identity, special purpose print material, radio and television, audio/visual, excellence in writing, media and public relations, special events and interactive communications. Entries were judged by a panel of experts from around the tri-state area based

on criteria such as creativity, concept, artwork, and effectiveness in reaching the target audience.

About Prevention First -- Prevention First is a 501(c)(3) nonprofit agency and Registered New Jersey Professional Development Provider, providing students, parents and professionals with research-based prevention education programs to help children successfully handle difficult everyday situations as well as extraordinary challenges such as violence and substance abuse.

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