



Proclamation

- WHEREAS: The Media-Advertising Partnership for a Drug-Free America was formed because drug abuse is a crisis in the workplace and for everyone in America. It is a voluntary, private sector coalition of the communications business--people working together in the fields of marketing and advertising creation and production, media and public communication--to carry out a massive media program against drug abuse; and
- WHEREAS: The Media-Advertising Partnership for a Drug-Free America will address its efforts toward a fundamental reshaping of social attitudes about illegal drug usage. The advertising objective is to "unsell" illegal drugs, to "de-normalize" drug usage in America, and reinforce the positive factors of living a life without drugs to parents, young adults and influencers (peers, parents, healthcare professionals, teachers and opinion leaders); and
- WHEREAS: The campaign began in March 1987 and will continue for three years. It is relying on at least \$500 million annually of free media time and space to accomplish the objectives--fewer people trying and using illegal drugs; and
- WHEREAS: The coalition is the largest and most ambitious private sector, voluntary pericetime effort ever undertaken. All media in America, both nationally and locally, will be solicited for their cooperation and support of this effort, with massive time and space commitments necessary to achieve success; and
- WHEREAS: The Media-Advertising Partnership for a Drug-Free America, as individuals and as a creative force, can make a difference and asks that you do what you can to contribute toward the goal of a Drug-Free America;

NOW, THEREFORE, I, Rudy Perpich, Governor of the State of Minnesota, do hereby proclaim the last week of June to be

DRUG-FREE AMERICA WEEK

in Minnesota.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this twenty-eighth day of May in the year of our Lord one thousand nine hundred and eighty-seven, and of the State the one hundred twenty-ninth.

GOVERNOR
STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

JUN 24 1987

Jean Anderson Howe
Secretary of State

Joan A. Howe
SECRETARY OF STATE

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O.D.