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The Partnership for a Drug-Free New Jersey Creates Statewide Media Campaign to Bring Attention to the Dangers of K-2 Spice

Millburn, NJ – The Partnership for a Drug-Free New Jersey (PDFNJ) today announced the creation of a statewide media campaign entitled “R2-D2 was Kid Friendly, K2 Spice is Kid Deadly” to bring attention to the harmful effects of the use of K-2 Spice by New Jersey teens.

The public service campaign which is currently seen on electronic billboards, New Jersey Transit buses and the Port Authority of New York & New Jersey trains is being coordinated by the Partnership for a Drug-Free New Jersey in cooperation with the Drug Enforcement Administration- NJ Division and the New York/New Jersey High Intensity Drug Trafficking Area (HIDTA).

“We are proud that in New Jersey we are taking a very proactive role in alerting the public especially parents of children about the severe consequences of experimenting with K2 Spice,” declared Angelo M. Valente, executive director of the Partnership for a Drug-Free New Jersey. “We encourage all residents to visit www.drugfreenj.org to find out more details about this new synthetic drug that is causing harm to our children,” Valente concluded.

K2 or "Spice" is a mixture of herbs and spices that is typically sprayed with a synthetic compound chemically similar to THC, the psychoactive ingredients in marijuana.

Several forms of synthetic marijuana were added to the DEA's controlled substance list last week, including chemicals used in "Spice" and "K2" type products.

Best known for its statewide anti-drug advertising campaign, the Partnership for a Drug-Free New Jersey is a private not-for-profit coalition of professionals from the communications, corporate and government communities whose collective mission is to reduce demand for illicit drugs in New Jersey through media communication. To date, more than \$55 million in broadcast time and print space has been donated to the Partnership's New Jersey campaign, making it the largest public service advertising campaign in New Jersey's history. Since its inception the Partnership has garnered 98 Advertising and Public Relations Awards from National, Regional & Statewide Media Organizations.

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Documents and/or Photos available for this release:

R2-K2 Spice public service media campaign

To view supporting documents and/or photos, go to www.enr-corp.com/pressroom and enter Release ID: 289212