



FOR IMMEDIATE RELEASE

Contact: Sandy Herp  
248.283.5138  
[sherp@dada.org](mailto:sherp@dada.org)

**COURAGEOUS PERSUADERS AWARDS CELEBRATION RECOGNIZES HIGH SCHOOL  
STUDENT-PRODUCED ANTI-UNDERAGE DRINKING COMMERCIALS**  
*STUDENTS RECEIVED SCHOLARSHIPS TOTALING \$17,000*

TROY, Mich., May 15 – The Detroit Auto Dealers Association (DADA) awarded high school students \$17,000 in scholarships at the Courageous Persuaders Awards Celebration, held May 14 at the Troy Marriott in Troy, Michigan. The Courageous Persuaders scholarship competition encourages high school students to create a 30 sec. public service announcement on the dangers of underage drinking. The Awards Celebration featured a red carpet arrival hosted by radio personality Mojo in the Morning, of Channel 955, followed by a teen dance party with sounds from Channel 955's Bomb Squad.

The DADA is the primary sponsor and administrator of the Courageous Persuaders program which is facilitated through the DADA Education Foundation. "We are thrilled at this year's entry turnout, which saw a 45 percent increase over last year. It is extremely encouraging to see these young people take a stand and speak out on the serious dangers of underage drinking, and we are proud to celebrate their achievement" said Barron Meade, DADA President.

The competition, now in its ninth year in Michigan, drew 737 video entries, with participation by 1,196 students from 383 schools in 42 U.S. states.

Student scholarships and award winners:

- **Grand Prize, \$3,000** - "Don't Let Friends Drink" by Michael Marr, Vicksburg High School in Vicksburg, Michigan.
- **First Place, \$1,500** - "Explosion" by Dane Frederiksen and Nicholas Grassi of Eisenhower High School in Shelby Township, Michigan.
- **Second Place, \$1,000** - "Control" by Max Jurcak of Utica High School in Shelby Township, Michigan.
- **Third Place, \$500** - "An Extreme Decision" by Roddy Hyduk of Brother Rice High School in Bloomfield Hills, Michigan.

In addition, special sponsored awards were presented to the following:

- **Lindsey Renee Cianciolo Family Memorial Scholarship \$3,000** - two \$1,500 Michigan based scholarship winners: "Don't Take a Life. Don't Drink and Drive" by Madeline Lemieux from Howell High School, Howell, Michigan. "Man's Best Friend" by Cody Stauber and Ross Stolzenburg from Lake Orion High School in Lake Orion, Michigan.
- **DADA Award, \$2,000** - contributed by the Detroit Auto Dealers Association, new for the 2009 Courageous Persuaders competition: "It's Not Worth It" by Tony Lak of El Cajon Valley High School in El Cajon, California.
- **New York festivals, \$2,000** - chosen based on the commercial's effectiveness to inform and inspire: "Live Above the Influence" by Dennis Fong and Ben Kwan of University High School in Irvine, California.
- **Adcraft Club of Detroit Award, \$2,000** - presented to the commercial that conveyed factual information about the dangers of alcohol use in the most persuasive and creative manner: "Split Timeline" by Matthew Childs of Stoney Creek High School in Rochester Hills, Michigan.

-more-

## **2009 Courageous Persuaders Student Awards Celebration Page 2**

*Sponsored awards continued:*

- **State Farm Award, \$1,000** - chosen based on the commercial's effectiveness on the dangers and consequences of underage drinking and automobile usage: "Chelsea Davis Story" by Chelsea Davis of Oak Ridge High School in Conroe, Texas.
- **USA Today Award, \$1,000** - chosen by the *USA Today* Detroit staff from among the most persuasive commercials, as judged by middle school students: "Love Your Liver" by Kari Kiddle of Pinckney High School in Pinckney, Michigan.
- **USA Today Courageous Leader Award** - presented to a special teacher for his or her extraordinary contribution to the Courageous Persuaders program: Michael Allore of Eisenhower High School in Shelby Township, Michigan.

Winners were selected after several rounds of judging. During the first round, a panel from the Detroit Auto Dealers Association viewed the entries and identified the top 70 contenders. Those entries were then reviewed by students at middle schools who completed questionnaires to determine the most persuasive entries. Results of the questionnaires determined the winners.

"It showed me how not drinking can lead to a good future," said a middle school student who judged the winning Grand Prize Award. "It also showed the differences between choosing alcohol and not choosing alcohol."

The Courageous Persuaders program was created in 2000 by Oakland County District Judge Michael A. Martone and John Barczyk, a local McCann-Erickson advertising executive. In 2007, the DADA became the primary sponsor and administrator of the Courageous Persuaders program through its DADA Education Foundation. Last year, the contest drew 410 video entries, which included 629 students in 40 U.S. states.

The grand prize-winning commercial will be broadcast on television stations across the U.S. and will also be featured in a print ad that will run in *USA Today* this summer. Additionally, the winning video will be shown in all Michigan Secretary of State branch offices. Winning videos will be posted on [www.courageouspersuaders.com](http://www.courageouspersuaders.com). For additional information, please contact the Detroit Auto Dealers Association office at 248.643.0250.

### **About the DADA Education Foundation**

The mission of the DADA Education Foundation is to promote excellence in education through quality programs and leadership. In addition to the Courageous Persuaders program, the Foundation also administers Automotive Education Day at the North American International Auto Show (NAIAS), the NAIAS Poster Contest, and coordinates the Automotive Youth Educational Systems in Michigan, an industry-wide program to enhance a student's auto technician education.

### **About Detroit Auto Dealers Association (DADA)**

The DADA was founded in 1907 by 17 local car dealers, and has grown to more than 250 member car and truck dealers who donate their time and resources to a host of community activities. Currently, the DADA members collectively employ more than 16,500 people.

Many members participate in the NAIAS, LLC, which is responsible for the production of the North American International Auto Show (NAIAS). The most significant charitable venture of the DADA is the annual NAIAS Charity Preview, which has raised more than \$44 million for children's charities in southeastern Michigan since 1976. To find out more about Detroit Auto Dealers Association, visit [www.dada.org](http://www.dada.org). To find out more about the North American International Auto Show, visit [www.naias.com](http://www.naias.com).