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FOR IMMEDIATE RELEASE
NEW FEATURE HONORS YOUTH COACHES
Joint Initiative Honors ‘Coaches with Character’ Statewide

Radio stations around the state are joining forces with the Florida Department of Children and Families and the Florida Office of Drug Control to honor important people in children’s lives.

“Coaches with Character,” is a new sports feature that will spotlight a nominated coach who exemplifies great character in their work with the youth of Florida. More than 50 of Florida News Network’s radio stations will feature these men and women role models.

The process starts with nominating a coach on DrugFreeFlorida.org. The chosen coaches will be interviewed by Florida News Network’s Sports Director, Tom Morgan. Floridians will hear about the coach statewide on 50+ radio stations and the coach’s photo and full length interview will be featured on DrugFreeFlorida.com. *“What we do is spotlight the tremendous accomplishments of the coaches on the court or on the field of competition, plus mention what’s behind their coaching philosophy as it relates to their players. What the coaches do to discourage underage drinking, drug and steroid use is also presented, if applicable. There are many coaches who do it the right way when building their programs and that’s who we like to honor with this feature”* says Morgan.

“Coaches with Character” is part of a statewide initiative to reduce underage drinking. The “Be the Wall” campaign, which airs simultaneously, asks parents and other adults who encounter teens to *“Be clear, be firm, be consistent – Be the Wall...because they need you now more than ever.”*

Spruce Creek High School’s weightlifting coach, Mike Randow, was nominated for his efforts to keep the sport clean and to ‘Be the Wall’ for youth in his program. Randow, from Volusia County, sits on the Steroid Steering Committee for the Florida High School Athletics Association. He also led his team to the 2008 Boy’s State Championship. His discipline and hard work have earned him the recognition he deserves.

“Today’s youth face unprecedented challenges in living healthy, alcohol and drug-free lives. Although most Florida youth do not drink or use other drugs, those who do are at a great risk. Adults, particularly parents, make a huge difference if they become part of “Be the Wall.” My congratulations to Coach Randow for helping our youth be alcohol, tobacco, and other drug free” says Bill Janes, Director of The Florida Governor’s Office of Drug Control & Assistant Secretary for Substance Abuse & Mental Health, Florida Department of Children & Families.

Carrie Baird, Executive Director of One Voice for Volusia, Volusia County’s Anti-Drug Coalition, is presenting Coach Randow with an award at their coalition meeting on November 12 at 9 a.m. honoring him as a true leader for Florida’s future.

For more information or to nominate a deserving coach, go to www.drugfreeflorida.org. If you’d like more information on the “Coaches with Character” feature, please call Lori Stout at (407) 916-8444 or e-mail her at loristout@fnnonline.com.