

NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contacts:

David Pendery
Discovery Education
301-272-2526
david_pendery@discovery.com

Nick Motu
Hazelden
651-213-4130
nmotu@hazelden.org

Discovery Education and Hazelden Connect Schools to Evidence-Based Youth Health and Prevention Curricula

Silver Spring, MD (August 15, 2005) – Discovery Education, the leader in digital video-based learning, and Hazelden, the leader in alcohol and drug treatment, education, and recovery, today announced an exclusive five-year digital distribution agreement to bring two of Hazelden’s evidence-based curriculum programs to schools everywhere. *Safe Dates: An Adolescent Dating Abuse Prevention Curriculum*, and the *Minnesota Smoking Prevention Program (MSPP): A Curriculum for Grades 4–8 with Booster Sessions for Grades 9–12*, will soon be featured on Discovery Health Connection—an innovative online library of research-based classroom health and prevention curricula designed to help students live healthier lives.

“For over 50 years, Hazelden has been helping people transform their lives by providing the highest quality treatment and continuing care services, education, research, and publishing products available today,” said Steve Sidel, executive vice president, Discovery Education. “Incorporating these curriculum programs into Discovery Health Connection will help Discovery Education continue to provide the very best resources to help students make important life choices that safeguard their health and well being.”

Hazelden President Ellen Breyer added, “Thousands of people have turned to Hazelden to find expertise, quality care, and source information from leading authorities on addiction and recovery issues. We are very excited to work with Discovery Education to extend these resources into our nation’s classrooms.”

Safe Dates

Safe Dates is a program designed to stop or prevent the initiation of emotional, physical, and sexual abuse on dates or between individuals involved in a dating

relationship. Intended for male and female middle and high school students aged 12 to 18, the *Safe Dates* program can stand alone or easily fit within a health education or family or general life skills curriculum. *Safe Dates* is recognized as a "Model Program" by the U.S. Department of Health and Human Services' Center for Substance Abuse Prevention.

Minnesota Smoking Prevention Program (MSPP)

The *Minnesota Smoking Prevention Program* (MSPP) is a school-based curriculum designed for students aged 11 to 15. The goals of the program are to prevent students from beginning to use tobacco, to help students stop using tobacco if they have experimented with it, and to help students influence friends and family members not to use tobacco. Based on a "social influencers" model, the program focuses on the social and psychological factors that have been shown to promote the onset of tobacco use. The *Minnesota Smoking Prevention Program* has been recognized as a "Promising Program" by the U.S. Department of Education's Safe, Disciplined, and Drug-Free Schools Expert Panel.

Discovery Health Connection (www.discoveryhealthconnection.com) is a Web-based subscription service that combines traditional health and prevention curriculum programs with teachers' guides, worksheets, videos, extension exercises, and literacy lessons designed to facilitate multidisciplinary instruction while improving students' reading comprehension and writing skills. Using the power of the Internet for school-wide distribution, it gives educators the ability to capture the teachable moments in the classroom with instant access to resources that address critical health and prevention subjects. Discovery Health Connection is anchored by research-based curricula and is supplemented with a wide array of materials designed to engage students and make a positive impact on their growth and development.

For more information about Discovery Health Connection or any other Discovery Education products and services, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. It produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. The leader in digital video-based learning, Discovery Education is committed to creating scientifically proven, standards-based video resources for teachers, students, and parents that make a positive impact on student achievement. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world engage students in

the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit www.discoveryeducation.com.

About Hazelden

The nonprofit Hazelden Foundation, founded in 1949, pioneered the model of care for alcoholism, drug addiction, and related diseases that is now the most widely used in the world. Today, with more than 50 years of experience and an unparalleled breadth of services, Hazelden is an international provider of prevention, treatment, recovery, research, and training resources. Hazelden offers programs, services, and publications to individuals, families, and communities affected by addiction. For more information, visit www.hazelden.org.

- DCI -