

# Proclamation



## Opioid Awareness Month

### Raising Awareness of Teenage Drug and Alcohol Abuse

#### In Loving Memory of Grant Fair

**WHEREAS**, DECA prepares emerging leaders in marketing management and entrepreneurship in high schools and colleges around the world; and

**WHEREAS**, Brighton DECA continues to be recognized as one of the most prosperous DECA chapters within the state of Colorado over the past fifty years; and

**WHEREAS**, drug use and affiliation, specifically the use of marijuana and alcohol, acts as a catalyst to the abuse of much more potent drugs such as opioids, and that such abuse is a very real and significant occurrence in the youth population of the City of Brighton, Colorado; and

**WHEREAS**, numerous teenagers are being introduced to “next level” drugs and that the vast majority of time these teenagers are unaware of the dangers of addiction and negative repercussions on their life and the lives of those around them; and

**WHEREAS**, the City of Brighton, Colorado, being a tightly woven community, has the desire to have a knowledgeable and successful youth community, knowing that one day the community’s leadership and legacy will rest in the hands of this upcoming generation; and

**WHEREAS**, Brighton as a community has been dedicated to supporting these young DECA marketers and celebrating their success over the past fifty years, utilizing their earned marketing skills to promote ideas such as anti-drinking-and-driving, and promotional marketing and entrepreneurship as part of the Public Relations Campaign competition through International DECA; and

**WHEREAS**, the Brighton DECA Public Relations Team has worked tirelessly to enact the extension of knowledge about youth opioid usage within the City of Brighton through a drug awareness campaign called “Break the Chain – Make a Change.”

**NOW THEREFORE**, I, Richard N. McLean, Mayor of the City of Brighton, on behalf of City Council, do hereby proclaim the month of December, 2017, as Opioid Awareness Month in the City of Brighton, Colorado.

**Dated** this 5<sup>th</sup> day of December, 2017

**City of Brighton**

**ATTEST:**

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**Natalie Hoel, City Clerk**

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**Richard N. McLean, Mayor**  
Ken Kreutzer, Mayor Pro Tem  
Lynn Baca  
Rex Bell  
J.W. Edwards  
Mark Humbert  
Joan Kniss  
Mary Ellen Pollack  
Kirby Wallin