



NOME ESKIMO
COMMUNITY
P.O. Box 1090
Nome, Alaska 99762
Phone: (907) 443-2246
Fax: (907) 443-3539
www.necalaska.org

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Contact: Jenny Evans, 907.727.2585

Nome Eskimo Community Launches Multi-media Campaign to Address Juvenile Alcohol and Subsistence Abuse in Rural Alaska

Nome Eskimo Community today launched a multi-media campaign to address the growing problem of juvenile alcohol and substance abuse in rural Alaska. The campaign, funded through a Department of Justice grant award, utilizes social media components to engage youth in the messaging and gain awareness about the program offered through the tribal organization.

“This multi-media campaign is an integral component of our program,” said Nome Eskimo Community Executive Director Denise Barengo. “By utilizing the hashtag #mychoicemyfuture as the campaign and program name, our strategy is to draw a correlation between the choices youth make now and the impact those choices will have on their future. We want our youth to think about the consequences of their choices and empower them to make good choices despite any outside pressures.”

The media campaign features local Nome Beltz High School graduate and state basketball star, Tyler Eide, who is now attending college at Walla Walla Community College where he received a basketball scholarship. “I feel honored to be a part of this message,” said Eide. “Even though I’m in college, Nome will always be my home and everyone there feels like family. I want kids in Nome and the entire region to see that their dreams can come true if they make good choices. I hope that my participation can help them understand that anything is possible and no dream is too big.”

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The MyChoiceMyFuture program offered through Nome Eskimo Community's Youth Program features one-to-one mentoring, Life Skills Training, focuses on improving academic success, provides training on successful transition into adulthood and mentoring on how to live an alcohol and drug free life.

Nome Eskimo Community is a federally recognized tribal government that has represented the political, social, and cultural interests of Native peoples in the community of Nome and the Bering Straits region for nearly 70 years. It provides Family Services, Tribal Services, Youth Services, Tribal environmental activities, Tribal Transportation road projects, and a Housing Program to it's over 2,800 tribal members.

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