



FOR IMMEDIATE RELEASE
May 25, 2010

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SADD ANNOUNCES 2010-2011 NATIONAL STUDENT OF THE YEAR

*Students Against Destructive Decisions Chooses North Dakota
Teenager to Represent Organization Nationally*

Marlborough, Mass. – SADD (Students Against Destructive Decisions), the national school-based, peer-to-peer prevention, education, and activism organization, today announced that Jessica Roscoe of New Rockford, North Dakota, has been named 2010-2011 SADD National Student of the Year. Roscoe will be the national student spokesperson for the organization, which has more than 10,000 chapters and hundreds of thousands of active participants in schools nationwide.

“I’m excited about this opportunity to make a difference and help influence teens across the nation to make better life choices,” Roscoe said. “I believe in and am passionate about SADD’s mission, and I hope to accomplish as much as possible within the next year. I hope to bring the ‘small town’ perspective to the national level as I help SADD to understand the many difficult issues that youth of today face.”

A senior at New Rockford-Sheyenne High School, Roscoe has been a dedicated SADD student for the last six years and has been very involved with the organization on the local, state, and national levels. She recently completed her term as the North Dakota SADD Student of the Year (2009-2010) and has been a member of the Northern Lights Advisory Board for the past two years.

“Hard-working and personable, Jessica will be an exceptional spokesperson for SADD, working tirelessly to ensure that teens are fully prepared to make good choices in a world full of challenges,” said Penny Wells, president and executive director of SADD. “Being chosen SADD

National Student of the Year is a great honor and a natural progression for her. We are confident she will thrive as a leader, an educator, and an important voice and advocate for teens nationwide.”

Student of the Year responsibilities include publicly addressing issues affecting teens, serving a one-year term on the SADD National Board of Directors, and leading eight other extraordinary youth leaders who will comprise the SADD National Student Leadership Council (SLC). The SLC advises the SADD National Board of Directors on policies and programs, plans and implements the annual SADD national conference, and serves as a national and regional student representation network. Roscoe will begin her term as the SADD National Student of the Year during SADD’s annual conference in Orlando, Florida, in late June.

As the Northern Lights SADD Student of the Year, Roscoe demonstrated tremendous initiative and creativity in her chapter. She has served as a very visible and viable spokesperson for the state and for the region. She developed an awareness and fund-raising campaign to benefit those affected by the Haiti earthquake, helping to make her chapter one of the most active organizations in her school. She instituted efficient communication tools among the many North Dakota SADD chapters by creating a database to exchange “best practices” that has resulted in more successful peer-led activities across the region. She has provided credible testimony during legislative committee hearings on the state level and written excellent letters to policymakers. She had the honor of introducing and presenting an award to Senator Byron Dorgan (D-ND) at the SADD National Conference Capitol Hill Rally event last year. Roscoe has developed a strong passion for prevention strategies regarding underage tobacco and alcohol abuse, because these are prevalent issues in her home state, and she hopes to utilize her local experience in these areas by making them even more prominent at the national level.

Throughout her time with SADD, Roscoe has continued to motivate the newest chapter participants as a means of strengthening the chapter and preparing for its future success. In another key chapter activity – the American Cancer Society’s annual Relay for Life – Roscoe

served as the chairperson of her chapter's team and helped raise essential funds to benefit cancer research and education.

Committed to leading by example, Roscoe currently serves as the Student Council President. She has also served as the 2009 North Dakota Girls State Representative, been an active member of and presided over the National Honor Society, served as both chapter and district president for Family, Career and Community Leaders of America (FCCLA), participated in the Northwest Choir for two years and as a member of the school's band and choir for six years, and written for the school newspaper, the *Rocket Review*. Roscoe has also participated in sports, including volleyball, basketball, and track.

“Jessica's selection as the SADD National Student of the Year is a tremendous honor, one that is well deserved and brings great pride to our state and local organizations that have worked so hard to educate teens about responsible decision-making,” said Kristi Frahm, New Rockford-Sheyenne High School's SADD advisor.

SADD, the nation's leading peer-to-peer youth education, prevention, and activism organization, is committed to empowering young people to lead initiatives in their schools and communities. Founded in 1981, today SADD has thousands of chapters in middle schools, high schools, and colleges. SADD highlights prevention of many destructive behaviors and attitudes that are harmful to young people, including underage drinking, other drug use, risky and impaired driving, and teen violence and suicide. More information about SADD can be found at **sadd.org**.

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