

THE NEW JERSEY SOCCER GROUP

Press Release



Morris Plains, NJ, December 15th 2008

New Jersey Soccer Group announces partnership with Sniff Dogs

New Jersey Soccer Group is proud to announce a strategic partnership with Sniff Dogs. Sniff Dogs is a private drug detection service dedicated to working with schools, parents and employers to keeping all premises drug free. With over 50% of high school students reporting using illegal drugs before they graduate from high school parents, schools and the community are making concerted efforts to ensure they take an active role in helping teens opt for a healthy drug free lifestyle. Participation in sports helps build self confidence, a respect for one's body, improves decision-making skills and gives teens a community of peers, coaches, and parents who are cheering them on; but after-school activities and sports may not be enough to ensure a drug free teen.

"We recognize that in today's society there is a real temptation to use illegal drugs and this partnership will help give the parents of our teens access to a detection service to monitor the situation for what we hope could be early intervention" said Rob Napier of NJSG. Rob went on to describe the partnership will include parental education, access to detection canines for private and discreet residential sniffs and educating our teams on the implications of illegal drug use. "We are proud of the active role our parents take in their children's sporting lives and an active role in ensuring a drug free child is equally if not more important." LM of Hoboken, a mother of a senior in high school and a nationally-ranked soccer player was thrilled to see such a partnership formed "While I want to believe my son is not partaking in drugs, I know it could be possible, having a resource like Sniff Dogs will help me monitor the situation and avoid confronting my son with unsubstantiated concerns, if we find something I can address the situation with confidence. The fact that NJSG had the insight to build this partnership is reflective of the focus our league has on ensuring healthy lifestyles while also being realistic that no teen is immune to the seduction of drugs and the important role a parent has influencing that".

A recent release from the "2007 Partnership Attitude tracking " study released June 11, 2008 by The Partnership for a Drug Free America found that 51% of parents with kids in 6-8th grade felt they lacked the tools and information to prevent drug and alcohol use and almost 4 out of 10 (37%) agreed with the statement, "What I say will have little influence over whether my child/teen tries marijuana". Debbie Kemp, co-founder of Sniff Dogs is working with NJSG and their players' parents to ensure they have the tools, information, and influence to ensure NJSG soccer teams are drug free.

The New Jersey Soccer Group is committed to offering an unparalleled soccer provision, providing outstanding quality of service across the full range of soccer needs. We are committed to excellence, and providing strong role models for the young players we work with. We are also responsible soccer neighbors, creating partnerships with the towns and communities in which we operate. Sniff Dogs is a private drug detection firm based out of Summit, NJ and servicing NJ, NY, PA, and OH. Their certified canines detect marijuana, cocaine, heroin, methamphetamine, Xanax and ecstasy.

More about the New Jersey Soccer Group at
More about Sniff Dogs at

www.njsoccergroup.com
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