

## FOR IMMEDIATE RELEASE

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### **Make *The Right Choice***

**Georgetown, TX – November 10, 2005** – Matthew and Company Productions in conjunction with the Georgetown Independent School District's Georgetown Alternative Program (GAP) are preparing for the "premier" showing of the film, *The Right Choice*, to two hundred seventy 8<sup>th</sup> grade Tippit Middle School students Tuesday, November 15<sup>th</sup> at 3:00pm . The original concept for *The Right Choice* was developed by students attending the GAP who recognized the need to communicate the seriousness of underage drinking and driving to 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, and 10<sup>th</sup> grade students.

"We felt there was a need for a film that would have a real impact on students considering the consumption of alcohol then driving or getting in the car with someone who has been drinking, a film that was told from the student's point of view, we are approaching this situation from a totally different perspective. We have been able to present the problem of under age drinking and deliver a solution to that problem.", said Matthew Trub, President of Matthew and Company Productions. "For years students have been inundated with dramatic visuals and dull statistics on how dangerous it is to drink and drive with no real answer as to how to deal with that choice. The key word is choice and these students need to understand they have the ability to the right choice and not bow to the influence of others. This story was written by students and presents their point of view. Our hope is that this program will open up dialogue between students and teachers most importantly students and their parents."

The twenty minute film will be introduced by a representative for the Austin Wranglers. They will talk to the kids about how important it is for them to make the "right" choices as they are faced with peer pressure and are given more responsibility. The film, which contains a twelve minute drama is concluded with two real life testimonials from local young men who have experienced first hand the life changing consequences of making the wrong choice. One young man is on probation for ten years and the other is paralyzed from the chest down.

"We are very excited that our students have channeled their energy to develop and produce a film about the dangers and consequences of drinking and driving," said Joe Dan Lee, the Superintendent of the Georgetown Independent School District. "Underage drinking is a serious problem that inhibits a student's opportunities for success."

"I was indeed very impressed with the substance and quality of the film. It is of such caliber that I would like to see it distributed statewide to other school districts", said Adrian Moore, Executive Director of Council on At-Risk Youth (CARY). Plans are to release the film, *The Right Choice*, and distribute it to all appropriate grade levels in Williamson County first, then distribute free of charge to any School District in the State that may be interested.

With \$9,400 in seed money comprised of \$4, 400 from a No Child Left Behind Title Four Community Service grant, \$3,000 from Wright Distributing Company, Inc, \$1,000 from First Texas Bank Georgetown, \$500 from Georgetown Healthcare System and \$500 from the local Farmers Insurance Agents of Georgetown, Matthew and Company Productions was able to underwrite the remaining \$30,600 film project.

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### **About Matthew and Company**

Matthew and Company is a full service production facility and advertising agency. Founded in 1982 by Matthew C. Trub and Kay A. Trub, Matthew and Company has provided a broad spectrum of innovative media and production solutions for small and medium size businesses located in throughout Texas and Northern Mexico.

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