



Green Bay Area Chamber of Commerce

FOR IMMEDIATE RELEASE

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PREVENTION SPECIALISTS ARE NATIONALLY RECOGNIZED

Green Bay, Wis.- (June 23, 2011) - Rebecca Deschane, youth development manager of the Green Bay Area Chamber of Commerce and program director of the Partners in Education Drug Alliance has been awarded the American Athletic Institute's 2011 Prevention Specialist of the Year Award.

Annie Short of the Alliance for Substance Abuse Prevention in Manitowoc County has also been honored with the award.

Deschane and Short were recognized for their efforts during the Wisconsin "Life of An Athlete" State Training at Lambeau Field from April 13 to 14. As co-chairs and facilitators, the women helped 325 individuals from 33 counties across the state train for the program.

Life of an Athlete trains area youth through information on the negative effects of alcohol consumption on both their athletic performance and their life. For the past 18 months, Deschane and Short have been working with schools in Brown County and Manitowoc County, respectively, to implement the Life of an Athlete program. Seeing a growing interest in the initiative from multiple communities throughout the state, the two collaborated to host the two-day training in April.

In addition, Deschane and Short worked with John Underwood, American Athletic Institute (AAI's) founder and president, to create implementing action step pieces for the program to help schools facilitate locally.

"This award is a reflection of the movement in the State of Wisconsin to help our student athletes, coaches and schools be proactive in their efforts to confront chemical health issues with our youth," says Deschane "And we are proud that Brown and Manitowoc County schools are leading the way to bring this program to Wisconsin."

The program, a unique offering among chambers, is yet another indicators of what earned the Green Bay Area Chamber of Commerce four-star accreditation from the U.S. Chamber of Commerce this spring.

The award was announced at Underwood's annual Summer Session Training held at the U.S. Olympic Training Center in Lake Placid, New York. Charlie Yeager from Marquette, Mich., was also recognized as Prevention Specialist of the Year and Cody High School in Cody, Wyo., won as the 2011 Program of the Year.

For any questions, or if you would like to learn more about the programs, contact Rebecca Deschane at 920.593.3406 or at rdeschane@titletown.org.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to serve as the focal point of economic and community development. The Green Bay Area Chamber of Commerce is a four-star accredited Chamber through the U.S. Chamber of Commerce. Chamber programs include Advance, Partners in Education, Leadership Green Bay, Brown County Teen Leadership, Current Young Professionals Network, Good Government Council and the International Business Development Consortium.

For more information, call 920.437.8704 or visit titletown.org.

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