

# Pete Decatur Sends this Holiday Note from DAP's Kent Gade

Dear Elk Friends:

As the Holiday Season gets into full swing, I thought this would be a great time to share with you a report that was compiled following the debut of our second video, "Facing Addiction - A Simple Moment Matters." As most of you know, this video created by the talented SMOSH group and in conjunction with funding from the DEA and ENF, was launched during Red Ribbon Week. To date the video has been viewed by nearly 1 million people on You Tube alone! But there have been so many viewers on other platforms. The report, compiled by Defy Media, shows just how widely this video has been viewed in less than two months.



Although the report speaks for itself, I'd like to point out a few highlights:

1. The video was launched during Red Ribbon Week in October 2018.
2. Early indications are that it has been viewed over 900,000 times on You Tube alone:
3. Celebrities such as the late Stan Lee (creative genius behind Spider Man and other Super Heroes) and Gene Simmons (Lead Singer of KISS) have created links on their social media platforms asking folks to view the video. This has more than tripled our viewership on Twitter, Instagram, and Face book! And:
4. We will surpass viewership by over 70% from last year's successful video.

I encourage each and every one of you to view the attached report. Even more so I challenge you to share it with your Elk friends, educators, and as many other civic groups you might have contact with. Please take the time to read some of the viewer's comments. They alone have convinced me that this video has already reached intended results. I am so proud of the work that was done on this video, not only by the talented SMOSH actors, but that of our National Spokesperson and Elk member, Ray Lozano. This is a quality video and our program is already hard at work planning our next venture.

See firsthand what your donation to the ENF has created and join in the pride I have in the work done by the largest all-volunteer drug awareness program in the country: the Elks Drug Awareness Program. As 2018 comes to a close and we conclude the Holiday Season I'd like to take this opportunity to wish you all a Merry Christmas and a prosperous New Year.

**Click the link below for the complete report:**  
[2018 SMOSH Report](https://files.constantcontact.com/f7634f5b001/f665c606-00ef-4551-979b-b138ba42668d.pdf)

or if the link above doesn't work, copy and paste the link below into your browser:  
<https://files.constantcontact.com/f7634f5b001/f665c606-00ef-4551-979b-b138ba42668d.pdf>

Sincerely;

*Kent Gade*

Kent Gade

**Director - Elks National Drug Awareness Program**

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