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FOR IMMEDIATE RELEASE

‘The Doug and Jon Show’ Partner with Local School District to Address Critical Teen Issues

Youth to hear important messages about making healthy choices, planning for the future and choosing to stay away from alcohol, drugs and tobacco

HARRISON, Ark., Nov. 7, 2011 – “[The Doug and Jon Show](#),” a one-of-a-kind teen website, will be addressing over 500 middle school students at Boone County’s Teen Summit on Wednesday, Nov. 9 at the Durand Conference Center in Harrison, Ark.

Through “The Doug and Jon Show,” site personalities and co-founders Doug Hutchcraft and Jon Taylor use comedy and humor as a basis for communicating powerful, life-challenging messages about issues such as bullying, avoiding negative peer pressure, choosing not to use substances such as tobacco, alcohol and drugs.

“We are excited to be part of the Teen Summit this year,” said Taylor. “We use conversation and comedy that many times leads to teens wanting to get to know us a little better and share what is going on in their lives.”

The theme for the day is “you are not the future, you are the now.” The intent of the program, by using effective communicators, interactive presentations and state-of-the-art multi-media effects, is for the students to learn how decisions and behavior now can have a significant impact on the person they become and their future.

The Teen Summit is planned and coordinated each year by the Boone County Hometown Health Coalition’s Substance Abuse Prevention Committee, the Region 2 Prevention Resource Center, the North Arkansas Partnership for Health Education and the Tobacco Free Boone County and Arkansas Department of Health’s Stamp Out Smoking programs. These groups seek to reduce the use of tobacco, drugs and under-age drinking. As well as, see a decrease in bullying and teen sex.

“Because of Doug and Jon’s experience in knowing how to effectively communicate with today’s young people on the felt-needs issues of their lives, their participation in this conference was warmly embraced,” said Rick Whitmer, Producer of Teen Summit. “Whether in a video, or in a live event, they know how to engage with a student at the heart-level, and students make important life decisions that will better their future.”

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“The Doug and Jon Show” features a slew of video blogs and Q&As that address important issues that kids face today, such as [popularity](#), [loneliness](#), [bullying](#) and [sex](#). They also make themselves accessible and are continually creating and responding to conversations online. Once “relationship” is accomplished, Doug and Jon encourage teens in positive decisions.

“We just hope student-age young people will find laughs, answers and a community on the site that helps them to make a positive impact at their school,” said Hutchcraft. “It’s totally possible these days for a young person to have made life-wrecking decisions by the time they’re 12 or 13. We hope we can help them avoid those with the issues addressed on [TheDougAndJonShow.com](#).”

Serious videos featured on the “[Life Video Blog](#)” are a key part of “The Doug and Jon Show” website but comedic material is what draws teens in. Popular videos on the site include “[Shark Week Lost Tapes](#),” “[Lady Gaga ‘Alejandro’ D&J Remix](#)” and “[The Chuck Norris Man Test](#).” Site visitors can also get a behind-the-scenes look into how films were made as well as bloopers and outtakes in “[The Doug and Jon Show Backstage Pass](#).”

“[The Doug and Jon Show](#)” offers teens and tweens a safe website that is entertaining, educational and conversational. Site creators Doug and Jon set out to create a wholesome, fun place for teens in the medium where they spend the majority of their time – the Internet. The site has received visitors from 48 countries since its inception. For additional information, visit the site at <http://www.TheDougAndJonShow.com>.

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Note to Editors: For more information about the “The Doug and Jon Show,” please visit <http://www.alrcnewskitchen.com/dougandjon/>. To arrange an interview with a Doug and Jon, please contact Lauren Williams at 972.267.1111 or via e-mail at lauren@alarryross.com.