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## FOR IMMEDIATE RELEASE

### **McDivitt Law Firm offers area teens the chance to make their directorial debuts**

#### ***Colorado teens encouraged to use their creativity to reach out to peers***

**COLORADO SPRINGS, Colo., Jan. 23, 2008**—McDivitt Law Firm is partnering with My PSA Contest to bring a video public service announcement (PSA) contest to teens in **Colorado Springs** and **Pueblo**. The mission of the PSA contest is to help young people make a difference by giving them the chance to express their feelings while addressing issues important to them.

High school students (grades 9 to 12) are being asked to produce 28- to 29-second video PSAs discussing their feelings and thoughts regarding the dangers of underage drinking and driving. The PSAs will be judged on students' abilities to analyze and discuss the topic and produce a quality video. The creator of the winning PSA will receive a laptop computer; the school where the student attends will receive a monetary donation; and the winning PSA will be aired on television, and featured on the McDivitt Law Firm Web site and My PSA Contest Web site.

**Entries are due Friday, April 4, 2008.** To learn more about the contest, visit [www.McDivittLaw.com](http://www.McDivittLaw.com) or visit [www.myPSAcontest.com](http://www.myPSAcontest.com) and enter your ZIP code in the ZIP Code Locator.

Dr. Karen McDivitt, who heads the community outreach for McDivitt Law Firm, has a background in school psychology and has a particular interest in working with adolescents. Dr. McDivitt states, "The statistics pertaining to teenage drinking are disturbing. For example, according to a number of professionals quoted in the most recent issue of *Monitor on Psychology*, by eighth grade, 50 percent of children have started drinking, and children who begin drinking by age 13 have a 38 percent higher risk of developing alcohol dependence later in life. Most alarmingly, the consequences of adolescent drinking can be severe, as each year 5,000 young people under 21 die from alcohol-related injuries. McDivitt Law Firm hopes that, through this PSA contest, the messages created by teens specifically for their peers might prove to be one method for helping to prevent the tragedy and devastation, which are too often the result when teenagers drink and drive."

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### **About McDivitt Law Firm**

McDivitt Law Firm is a highly visible and respected Colorado personal- and work-injury law firm that provides legal advice and representation for a wide variety of issues, including those related to workers' compensation, Social Security Disability, and general personal injury claims for those injured in Colorado and beyond. With offices in downtown Colorado Springs, Pueblo, and Denver, McDivitt Law Firm was founded by Attorney Mike and Dr. Karen McDivitt and includes lawyers, paralegals, and support staff to provide caring, aggressive, energetic, and thorough legal representation for people who have been injured physically, psychologically, economically, and emotionally.



### **About My PSA Contest**

Launched in May 2007, My PSA Contest is devoted to addressing the serious and complicated issues teens face every day by utilizing the talent, creativity, and inspiration of some of the country's youngest filmmakers. My PSA Contest gives teens the opportunities to express themselves in positive manners and provide education and support to their peers through the development of original and compelling PSAs about important social issues. To learn more about My PSA Contest, visit [www.myPSAcontest.com](http://www.myPSAcontest.com).

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