



HAZELDEN ANNOUNCES STRATEGIC ALLIANCE WITH THE NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS FOUNDATION

Center City, Minn., September 2, 2009 — Hazelden Publishing, the leading publisher of evidence-based programs and curricula for youth substance use prevention and violence prevention announces a strategic alliance with the National Association of Elementary School Principals (NAESP) Foundation. Established in 1921, the National Association of Elementary School Principals (NAESP) serves more than 25,000 elementary and middle school principals in the United States, Canada, and overseas. NAESP leads in the advocacy and support for elementary and middle-level principals and other education leaders in their commitment to all children.

Through this unique collaboration, the NAESP Foundation and Hazelden Publishing will be working together to address major issues that affect children’s social and emotional well-being and academic achievement, including bullying and other violence, mental health issues and substance abuse. The two organizations will be hosting Webinars, developing joint publications and working with NAESP affiliate offices to bring needed resources to state education leaders. “This is the right idea at the right time with the right partners,” said Ernest Mannino, Executive Director of the NAESP Foundation. “The necessary focus on educating the whole child requires collaboration between established leaders in the field. The NAESP Foundation and Hazelden will bring contemporary evidence-based resources to the entire education community.”

“We are pleased to be working with the NAESP Foundation to bring high quality, evidence-based programs to schools across the country, addressing some of the key issues affecting children and teens today,” said Sue Thomas, Manager of Business Development at Hazelden Publishing.

Hazelden Publishing has a number of evidence-based programs that address key issues facing children and teens today. These resources will be distributed through NAESP’s Online Resource Center and through special arrangements with interested state affiliate offices. These programs include the *Olweus Bullying Prevention Program*, an award-winning program for grades 1-8, cyber bullying curricula, the *Peaceful School Bus Program*, and other resources.

To learn more about Hazelden’s *Olweus Bullying Prevention Program*, www.olweus.org or this strategic alliance, contact Christine Anderson at 651-213-4231 or canderson@hazelden.org

About Hazelden – Hazelden Publishing is part of the Hazelden Foundation, a national nonprofit organization founded in 1949, which helps people reclaim their lives from the disease of addiction. With 60 years of knowledge and experience, Hazelden offers a comprehensive approach to addiction that addresses the full range of patient, family, and professional needs, including treatment and continuing care for youth and adults, research, higher education, public education and advocacy, and publishing. It has facilities in Minnesota, Oregon, Illinois, and New York. www.hazelden.org or 800-257-7810

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