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For Immediate Release

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Amplify Resources Announces Expansion of Programs

Amplify Resources, formerly PRIDE of St. Tammany, announced today that it is expanding its highly successfully youth program, Amplify Youth, to include a Slidell division. This group of high school students was started in 1989 and was first known as the PRIDE Troupe. The approximately 150 members of Amplify Youth are all high school students who attend schools in St. Tammany Parish. Youth in the group sign contracts promising to be drug-free and work towards reducing underage drinking and other drug use in the community.

For the past 22 years, the group has had students from the entire parish work collectively as one large group. Beginning with the 2011-12 school year, the group will split in two groups: Amplify Youth East and Amplify Youth West.

Executive Director Drew Lehmann said, "This expansion is long overdue. For years, we were able to hold joint events with members from both sides of the parish. However, since Hurricane Katrina and the population growth we've experienced, it is now necessary and beneficial for us to have two groups to do the work these youth perform in the community. This is an exciting time for an organization, for the youth and their families, and for the community in general."

Kellie St. Cyr, a former participant and student leader in Amplify, who is now a teacher at Slidell High will direct activities for the newly formed Amplify Youth East. Lehmann said, "I can't think of a better person to take on this role for Amplify. Kellie has the energy, passion, and knowledge to lead Amplify Youth East. The students in Slidell will certainly benefit from her leadership and influence."

Amplify Youth members participate in a variety of events throughout the year including a musical performance for other teens to teach them the dangers of underage drinking and other drugs as well as the benefits of being drug-free. They also participate in community service projects, fun, social activities, and advocacy projects to enhance underage drinking laws and policies.

The group accepts new members each summer and registration is now available at amplifyyouth.org. As a former participant and graduate from the PRIDE Troupe/Amplify Youth, Lehmann said, "Being a part of this group helped give me the confidence to be drug-free while I was in high school. It gave me a great group of friends to hang out with who didn't pressure me to drink or use other drugs."

For more information, contact Amplify Resources at (985) 727-7710 or go to www.amplifyyouth.org.