New Premier Initiatives Directly Fund Local D.A.R.E Programs

Last year Premier Books Direct pledged over a million dollars to D.A.R.E. America. This year they've gone even further, adding two different initiatives designed to provide financial support to local D.A.R.E. programs.

First, when a school agrees to a placement through a D.A.R.E. officer, Premier will donate $100 per school to the local D.A.R.E. program.

Second when a D.A.R.E. officer provides Premier with a lead for a Gift Fair 10% of all proceeds will be donated back for local programs.

Through Premier's commitment, D.A.R.E. America is able to provide curricular components, training and classroom materials so that any and all communities can afford to provide their students with the best drug abuse prevention education available. Now with these new incentive programs, Premier is striving to help D.A.R.E. officers on a local level as well.

You'll find more information on Premier Books Direct in the officer section of www.dare.com . To locate a Premier representative in your area please call Al Bessada at 1-877-625-4766, extension 227, alb@premierbooksidrectcom .

"We are proud of our partnership with Premier Books. This partnership allows us to train more officers, expand into more classrooms, and ultimately save more lives." Tom Hazelton, President D.A.R.E. America Development