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**TEEN DRUG TRAFFICKING PREVENTION COMMERCIALS TO
RUN ON CABLE-TV DURING SPRING BREAK.**

El Paso County Attorney José R. Rodríguez announced today that his office has partnered with the Rio Grande Safe Communities Coalition and Time Warner Cable to broadcast two different commercials that describe the direct consequences that teens face when they accept to become 'drug mules' and try to smuggle drugs across the International Ports of Entry.

The 30-second advertisements were produced in 2002 with funds from a grant awarded to the El Paso County Attorney's Office to prevent teen delinquency. The TV-ads describe the difficulties 2 fictional characters - "Carmen" and "Brad"- face after they are caught trying to smuggle drugs into the US.

The television commercials will air on six cable channels, including MTV, ESPN 2 and the Comedy Channel, between Sunday, March 11 and Sunday, March 17, 2007, at different times between 4 p.m. and 12 a.m. The broadcasting of the announcements is made possible by a donation from the Rio Grande Safe Communities Coalition. Time Warner Cable will help make the most out of the money by broadcasting one free TV-spot for each one that is purchased.

For several years now, drug dealers have been recruiting innocent teenagers in Ciudad Juarez's bars and night clubs, offering them hundreds of dollars to drive cars loaded with drugs across the International Ports of Entry, under the false pretense that nothing will happen to them if they are caught. The recruiting becomes particularly aggressive during spring break, because many more teens from El Paso take advantage of the off-school period to party in Ciudad Juarez, Mexico.

"The television commercials will help us remind teens about the dangers and consequences associated with getting involved in drug trafficking activities. But the vital message is not only directed toward teens; we further want parents to start family dialogues around the issue. Education is a very powerful tool to prevent crime, and we need El Paso

families to be aware that teens that get caught smuggling drugs might have to spent months in Juvenile Detention Facilities, and in some cases, they can be sentenced to serve several years in an adult prison,” said El Paso County Attorney José R. Rodríguez.

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“BRAD”



“CARMEN”