



---

**FOR IMMEDIATE RELEASE**

**CONTACT:** Alexis Westbrook  
VGS Marketing Group  
972-395-9034 (office)  
[aw@vgsmarketing.com](mailto:aw@vgsmarketing.com)

**THE GORDIE FOUNDATION, CO-SPONSOR OF THE PRESIDENTIAL LEADERSHIP AWARD,  
GIFTS \$25K FOR ALCOHOL PREVENTION EFFORTS TO FROSTBURG STATE PRESIDENT**  
*Award Recognizes Achievement in De-Emphasizing Alcohol on College Campuses*

DALLAS, TX—October 13, 2008— The Gordie Foundation and Outside the Classroom recently gave \$25K each to fund the 2008 Presidential Leadership Award, presented to Frostburg State University President Dr. Jonathan C. Gibraltar. Developed by The Gordie Foundation and Outside the Classroom and co-sponsored by the American College of Personnel Association, the American Council on Education, the Association of Governing Boards, NASPA, and United Educators, the \$50K annual award recognizes a college or university president for his or her work to promote a vibrant intellectual and social climate on campus that de-emphasizes the role of alcohol.

The recipient of the Presidential Leadership Award exemplifies the highest standards of professional, social, and cultural leadership and gives freely of his or her time to create an environment where learning and campus life are not undermined by the misuse of alcohol. Through action and innovative leadership, the recipient of the award is recognized for implementing a comprehensive strategy that seeks to bring about change at his or her respective institution as well as on community and public policy levels. The \$50K prize is awarded to the recipient's college or university for his or her achievements.

"Our hope is that the Presidential Leadership Award will raise awareness of the need for reform on campuses across the country and that college and university presidents like Dr. Gibraltar will embrace this opportunity to make their schools safer and more productive," said Michael Lanahan, president of The Gordie Foundation. "Dr. Gibraltar's leadership is commendable and we congratulate him on his efforts to address the issues surrounding high-risk drinking on campus."

(more)

The Gordie Foundation is a nonprofit organization founded in memory of Gordie Bailey, a college freshman who died of alcohol poisoning as a result of a fraternity hazing incident at the University of Colorado at Boulder in 2004. Through outreach initiatives, strategic partnerships, and educational programs, The Gordie Foundation strives to create a safer campus environment for high school and college students and to provide young people with the skills to navigate the dangers of alcohol, binge drinking, peer pressure, and hazing.

For more information on the Presidential Leadership Award or The Gordie Foundation, please call 214-823-0235, email [contactus@gordie.org](mailto:contactus@gordie.org), or visit the Web site at [www.gordie.org](http://www.gordie.org). For more information on Outside the Classroom, please visit [www.outsidetheclassroom.com](http://www.outsidetheclassroom.com).

# # #

The Gordie Foundation is a 501 (c) (3) nonprofit organization providing today's young people with the skills to navigate the dangers of alcohol, binge drinking, peer pressure, and hazing. Since its inception, the foundation has established more than 100 Circle of Trust Chapters on college and university campuses across the country. These peer-to-peer advocacy groups help promote change by spreading Gordie's story, establishing dialogue to encourage responsible alcohol use, educating about the dangers of peer pressure, hazing, and alcohol poisoning, and empowering youth to call for help in situations when they could potentially save the life of a friend. Other outreach initiatives of the foundation include National GORDIEday, GORDIEgolf Tournament, *HAZE* the movie, speaking engagements, and partnerships with like-minded organizations including Outside the Classroom, The Center for Addiction and Substance Abuse at Columbia University, the Center for Alcohol and Substance Abuse Education, the Presidential Leadership Award, and the University of Maine's National Study of Student Hazing. Robin Wright Penn is the national spokesperson for The Gordie Foundation. The Gordie Foundation is located at 2715 Swiss Avenue Dallas, TX 75204. Phone: (214) 823-0235, Fax: (214) 823-0236, Email: [contactus@gordie.org](mailto:contactus@gordie.org). For more information, please visit the Web site at [www.gordie.org](http://www.gordie.org).