



The Home and Store News

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WEDNESDAY, NOVEMBER 30, 2005, THE HOME AND STORE NEWS

Stars align in support of 'The Choice Game'

Wilmer ("That '70's' Show") Valderrama and Joe ("Joan of Arcadia") Mantegna have joined forces with Choice Game founder and producer Kathy DiFiore to get the message across about alcohol and drug abuse, STDs and sexual abstinence.

The Choice Game is an interactive CD ROM or DVD that offers middle and high school level students real life situations with various outcomes that are determined by their choices.

"Of course, our goal is to have the teenagers make the good life choices by educating them through this interactive reality based curriculum," says DiFiore. "By seeing how their lives could be ruined by having a party while their parents are out of town, by drinking or taking drugs or any number of situations that we put them in, kids develop skills in making better decisions. Our goal is of course to teach them how to make these decisions."

Dr. Vincent Mays, director of Alternative Education of the Newark Public School system, deals with high risk students and has implemented The Choice Game with tremendous success. "We have seen positive responses from our students who have participated in The Choice Game even among those students who are at most risk."

In the Newark Public Schools there was a 31 percent increase when the students answered the statement, "I plan to be sexually abstinent (not have sex) until marriage."

Actor Joe Mantegna was recently voted by TV Guide as one of the Top 50 Dads of all time. "As a real life father I want my two daughters to know what could happen to them if they make bad decisions," he said.

"I want them to see how difficult it is for a 16 year old teen to have to deal with an unplanned pregnancy. I want them to see that drinking and doing drugs aren't cool, as some of their peers may have them believe. This is important not only in the urban areas but, all over America. Kids need to have these life skills," Mantegna said.

Currently, The Choice Game is available in Mid West (for Caucasian) and Urban Versions. Production dates are being set for a handicapped version narrated by actor and National Downs Syndrome spokesperson Christopher Burke. Plans are underway for Hispanic, Gang related, bullying and Internet Safety versions.

For information contact Kathy DiFiore, 201-818-9033 or visit the website www.thechoicegame.com