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*Last Updated: 5/13/2025*

THE WHITE HOUSE

WASHINGTON

December 17, 1982

*File  
Keebler*

Dear Mr. Garvin:

I am delighted that the Keebler Company has joined in the campaign against drug abuse by sponsoring an anti-drug abuse comic book for fourth graders. One of the most effective weapons against drug abuse is our ability to communicate the truth about drugs to the user and potential user. Youngsters report that peer pressure is the single most important factor in turning them on to drugs. Education efforts, like the comic book, will help to eliminate the negative peer pressure and replace it with positive peer pressure.

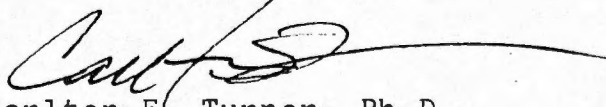
President Reagan began a major campaign against drug abuse early in his Administration and has continually emphasized the importance of involvement by the private sector, parents and individual citizens in preventing drug abuse by children. Mrs. Reagan has repeatedly expressed her concern about the effect which America's drug epidemic has on the country's young people and has committed her time and leadership to help.

All across the country, parents, teachers, and the children themselves are looking for ways to remove drug abuse from our society. They looked to the government for assistance and we are doing all that we can, but the problem can not be solved at this level. Thanks to your efforts we have a greater chance at eliminating the drug problem, together we can make a difference.

Steve Jacobs has relayed what an outstanding job Dave Mishur has done in the development of the program. You are lucky to have such a professional and competent man on your team.

I look forward to working with you as the program develops and please do not hesitate to contact this office if we may be of any assistance.

Sincerely,



Carlton E. Turner, Ph.D.  
Director  
Drug Abuse Policy Office

Mr. Thomas Garvin  
President  
The Keebler Company  
One Hollow Tree Lane  
Elmhurst, IL 60126



# DEPARTMENT OF THE TREASURY

U.S. CUSTOMS SERVICE

WASHINGTON



REFER TO  
Room 4122

Dr. Carlton Turner  
The White House  
Room 218  
Washington, DC 20500

Dear Dr. Turner:

I recommend a very patriotic, strong letter be sent to Tom Garvin, President and Chief Executive Officer, Keebler Company, One Hollow Tree Lane, Elmhurst, Illinois 60126, to acknowledge Keebler for taking the national lead in demonstrating corporate commitment to end drug abuse in our Nation.

Through Mr. Garvin's lead, Keebler has committed its people, resources and finances to support our efforts of reaching fourth grade children. Their efforts reflect a national need and, we are confident, will engender the support and appreciation of students, educators, parents, consumers, as well as the leadership of our nation.

Keebler has shown an awareness that to transform the drug problem in our society, there must be a partnership and cooperation with industry. We appreciate their willingness to work with us and it is our commitment to produce a classroom package that both makes a difference, is widely acknowledged as being of value and a model for future programs. Our commitment to them is to create a program that reflects excellence.

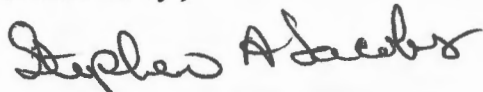
It is our intention to have an appropriate Washington (White House) kick-off of this program. Please inform Mr. Garvin that you look forward to seeing him at that time, or sooner.

Finally, please acknowledge that you've been told by me that Dave Mishur of Keebler, our direct contact, fully represents them, is an outstanding example of a corporate leader, is making a direct and meaningful contribution to the development of the program, and that it is a pleasure to have him on our team.



I request that you send Mr. Garvin a letter as soon as possible and it would be great if the First Lady could drop him a personal note of thank you, as well. I appreciate your support, it will make a real impression, and, since Mr. Mishur is already talking about what Keebler can do next, these letters are a solid investment in our program.

Sincerely,

A handwritten signature in cursive script, reading "Stephen A. Jacobs". The signature is written in dark ink and is positioned above the typed name.

Stephen A. Jacobs  
Office of Special Assistant  
to the Commissioner  
White House Drug Abuse Program

cc: Commissioner von Raab



THE WHITE HOUSE

WASHINGTON

April 26, 1983

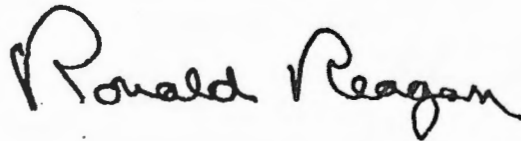
Dear Mr. Garvin:

Nancy and I would like to salute the Keebler Corporation for its generous contribution and support in the national campaign against drug abuse. Private sector involvement in this effort through projects like the "Teen Titans Comic Book" will definitely have an impact on our youth.

Four surveys taken in the last few months show that use of drugs by our young people is continuing to decrease. It seems clear that this decline results from a heightened educational program for our youth.

To use a sports analogy, I like to think we are putting a "full court press" on drug abuse in this nation. We intend to keep the pressure on, and with your help, we can build a drug-free future for our youth.

Sincerely,

A handwritten signature in dark ink, reading "Ronald Reagan". The signature is written in a cursive, flowing style with a large initial "R".

Mr. Thomas Garvin  
President  
The Keebler Company  
1 Hollow Tree Lane  
Elmhurst, Illinois 60126

THE WHITE HOUSE

WASHINGTON

July 6, 1983

Dear Dave:

We appreciate the continuing support of the Keebler Company in the President's drug awareness campaign and consider it a prime example of the private sector partnership that is being forged to help parents and young people across the country.

The response to Keebler's initial program to get information into the hands of fourth graders via the New Teen Titans comic book has been overwhelming. We have received many comments and requests for nearly 80,000 additional copies from educators, youth and parent groups, law enforcement officials, hospitals and other concerned organizations. Thanks to your support, we will be able to meet their requests.

The President and Mrs. Reagan are enthusiastic about your commitment to this program, and on their behalf, I want you to know that we consider efforts like yours essential to the well-being of the nation. While the First Lady appreciates being asked, she will be unable to attend the kick-off of Keebler's effort to expand the audience for this program. I suggest that we have Patrick McKelvey represent the White House at the Sherman Oaks press conference on July 15.

Mr. McKelvey, who joined the White House Drug Abuse Policy Office in February, is a Californian who served as Assistant Press Secretary to Governor Reagan.

I look forward to continuing cooperation with Keebler and am hopeful that you will be able to expand your southern California efforts nationwide. Please convey my personal appreciation to Tom Garvin and Chuck Shemely. Their support of the program and your efforts have made us confident that the program is in extremely capable hands.

Sincerely,



Carlton E. Turner, Ph.D.  
Special Assistant to the President  
for Drug Abuse Policy

Mr. David Mishur  
The Keebler Company  
One Hollow Tree Lane  
Elmhurst, Illinois 60126





An employee at Keebler's Van Nuys plant puts plates on a conveyor belt that moves through oven for production of pie

crusts. William Daniels, inset photo, senior vice president of Keebler, chats with Ernie, the elf, Keebler's cheery mascot.

Daily News photos by Gail Gross and Lori Valesko

## Ernie features elf-baked cookies

# Keebler opens plant in Van Nuys

By GAIL GROSS  
Daily News Staff Writer

Ernie, the elf, a cookie and cracker baker long known in all but the West Coast states, has set up ovens in Van Nuys.

Keebler Co. of Elmhurst, Ill., represented by the cheerful elf, recently became national with the addition of the Northwest and, lastly, California.

Even without the 10 percent of the nation's population here, Keebler already is the second

largest cookie and cracker maker in the country with 1982 sales of about \$650 million. That translates into more than 1.5 billion goodies, said William Daniels, senior vice president.

Keebler now is making some snacks at the Van Nuys plant, formerly a Safeway bakery, while making \$20 million in improvements. The renovated factory should be fully operational in about a year, turning out bag and sandwich cookies in addition to the crackers and pie

crusts now coming off the line, Daniels said.

Officials maintain the company has earned its leadership position through use of modern facilities, regular introduction of new products and the sale of quality cookies and crackers. And, despite the current heavy advertising campaign in Southern California, gains have been achieved with a smaller marketing budget than competitors such as Nabisco, Daniels added.

Keebler also is promoting itself — and the fight against drug abuse — through a youth educational campaign led by Ernie the elf at local schools and malls. The firm joined with Warner Communications' DC Comics and the White House Drug Abuse Policy Office to produce a program featuring a Teen Titans comic book and musical.

"This is still referred to at the Please see **KEEBLER** Pg. 8

## Quality control emphasized by Keebler

**KEEBLER** from Pg. 5  
White House as the 'Keebler project,'" said Patrick McKelvey, public affairs coordinator for the office, who was at a Sherman Oaks Galleria presentation to deliver a message from first lady Nancy Reagan. "Somebody has to step forward, and they did."

Keebler paid for 2 million of the comic books, as well as instructional materials aimed at fourth graders, after being approached by the White House to participate in a "partnership" involving schools, government and private enterprise, said company spokesman David F. Mishur.

Besides investing in youth, Keebler during the past five years has spent more than \$120 million in capital improvements for its goodies production and

distribution system, Daniels said. The firm has three fully automated high-rise warehouses.

And, despite the image of Ernie with his bakery inside a hollow tree, Keebler operates seven plants using modern ovens designed to increase efficiency and quality, Daniels added. The firm has about 7,500 employees nationwide and expects to increase the work force in Van Nuys to 125 next year.

Officials said 80 percent of grocery stores in the Los Angeles and San Diego areas stock Keebler products. But the cookies and snacks so far can be found in 60 percent of local markets when taken as a percentage of total volume.

That is because Keebler does not occupy shelf space in such

food retailers as Vons, Ralphs, Lucky or Albertsons, Daniels said. Thus the firm is trying to sell itself to both grocers and the public.

The company dates back to 1853, when Godfrey Keebler opened his first bakery in Philadelphia. He combined with other bakeries in 1929 to form the United Biscuit Co. The British firm of United Biscuits (Holdings) Ltd., the world's second largest cookie and cracker maker with annual sales of roughly \$2 billion, acquired Keebler nine years ago.

Plans for California are simple: "We're going to have everybody fall in love with Ernie and recognize we are a good corporate citizen," Daniels said. "We make the finest quality product and are committed to the market."

WITH COMPLIMENTS

8/2/83

Pat:

Please find enclosed a copy of the story which appeared in The Daily News. Glad I was able to help. I will keep you abreast on whats going on in San Diego and San Francisco.

*Jim Weiss*  
Jim Weiss

James Weiss



THE WHITE HOUSE

WASHINGTON

March 5, 1984

Dear Mr. Mishur:

Stephen Jacobs has just informed me that Keebler is planning to participate in the President's Drug Awareness Campaign again this year and I am delighted. What started out as a "Keebler Program" in Washington, has led to other important corporations joining in fight for our nation's youth.

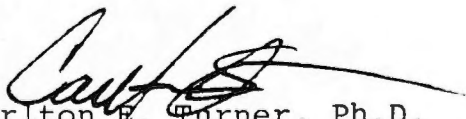
Your commitment to the nation's young people and determination to provide an environment whereby future generations of young people may live and grow drug free is making a difference. Together we have touched individuals, families, schools and communities across the nation.

Keebler's on-going commitment has been exemplified through several actions: the support provided to communities participating in the Chemical People and I know from first hand reports that your comic books are available on current American and Western Airlines flights.

In many ways, your continued support is just as important as your initial commitment. The basis of our success is that it is a commitment to a generation, not a one time effort. The Keebler Company has seen the benefit of long-term planning over short-term flash -- that our kids are worth sticking with.

Thank you again for your work and please do not hesitate to contact Stephen Jacobs or myself if we may be of any assistance. Best wishes,

Sincerely,



Carlton E. Turner, Ph.D.  
Special Assistant to the President  
for Drug Abuse Policy

Mr. David Mishur  
The Keebler Company  
One Hollow Tree Lane  
Elmhurst, IL 60126

STEPHEN JACOBS  
1621 VETERAN AVE #10  
LOS ANGELES CA 90024 01AM

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2134733601 MGM TDRN LOS ANGELES CA 260 03-01 1255P EST

02 MAR 1984

DOCTOR CARLTON TURNER  
THE WHITE HOUSE  
DRUG ABUSE POLICY OFFICE ROOM 218  
WASHINGTON DC 20500

DEAR DOCTOR TURNER:

KEEBLER IS ABOUT TO AGREE TO REDO THE COMIC BOOK PROGRAM FOR FORTH GRADERS AGAIN IN THE FALL OF 1984. I WOULD APPRECIATE THE FOLLOWING TYPE LETTER SENT AS SOON AS POSSIBLE. PLEASE, THANKS.

"DAVE MISHUR  
THE KEEBLER CO  
ONE HOLLOW TREE LN  
ELMHURST, IL 60126

DEAR MR MISHUR:

I HAVE JUST BEEN INFORMED BY STEPHEN JACOBS THAT KEEBLER IS PLANNING TO PARTICIPATE IN THE PRESIDENT'S DRUG AWARENESS CAMPAIGN AGAIN THIS YEAR.

WHAT STARTED OUT AS THE "KEEBLER PROGRAM" IN WASHINGTON, HAS LED TO OTHER IMPORTANT CORPORATIONS FOLLOWING IN YOUR FOOTSTEPS. THROUGH YOUR COMMITMENT TO THE NATION'S YOUNG PEOPLE, AND THE DETERMINATION TO CREATE A DRUG FREE GENERATION OF YOUNG PEOPLE, TOGETHER WE ARE NOW MAKING A DIFFERENCE WITH FAMILIES, CLASSROOMS AND COMMUNITIES ACROSS OUR NATION.

I WAS FURTHER HEARTENED BY YOUR SUPPORT OF THE EFFORTS OF COMMUNITIES PARTICIPATING IN THE CHEMICAL PEOPLE NETWORK. FURTHER, I KNOW FROM FIRST HAND REPORTS THAT YOUR BOOKS ARE SHOWING UP ON CURRENT AMERICAN AIRLINES AND WESTERN AIRLINES FLIGHTS.

IN MANY WAYS, YOUR CONTINUING SUPPORT IS JUST AS IMPORTANT AS YOUR INITIAL COMMITMENT. THE BASIS OF OUR SUCCESS IS THAT IT IS A COMMITMENT TO A GENERATION-NOT A ONE SHOT EFFORT. GENEROUS CORPORATIONS NEED TO SEE THE BENEFIT OF LONG-TERM PLANNING OVER SHORT-TERM FLASH. IT SEEMS AS IF KEEBLER HAS COME THROUGH AGAIN WITH AN INSIGHT INTO THIS BREAKTHROUGH-OUR KIDS ARE WORTH STICKING WITH.

THANK YOU AGAIN FOR YOUR WORK.

SINCERELY,

File Keebler

May 16, 1985

MEMORANDUM TO CARLTON E. TURNER

FROM: MARGARET MOORE

SUBJECT: Names provided by Steve Jacobs

1. President of Keebler Company: Thomas Garvin
2. Weiss Marketing Group  
11240 Magnolia  
North Hollywood, CA 91601

The following names go with this address.

Gina Brazel-Actress

Brian Siegreest-Puppeteer

Ron Doty & Curtis Harshfield-Set Designers  
of Design Zentre


Jeff Arthur-Songwriter

Jeff Maxwell-Writer & Director  
Mark Hobson-Writer

Richard Reinsdorf-Sound

Jim Weiss-Producer





THE WHITE HOUSE

WASHINGTON

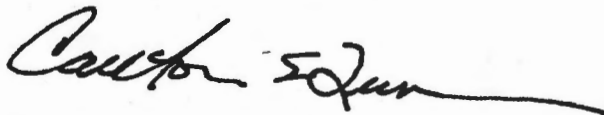
September 18, 1985

Dear Tom:


Enclosed is a picture taken at the September 24, 1984 White House ceremony. I am trying to have all the participants sign it. When convenient, please sign and return it.

Thanks and best wishes,

Sincerely,



Carlton E. Turner, Ph.D.  
Deputy Assistant to the President  
for Drug Abuse Policy



Mr. Thomas Garvin  
President  
The Keebler Company  
One Hollow Tree Lane  
Elmhurst, IL 60126

Keebler

THE WHITE HOUSE

WASHINGTON

October 28, 1985

File

Dear Mr. Garvin:

I am pleased to hear from Stephen Jacobs of the continuing success of Keebler's "I Believe In Me" program.

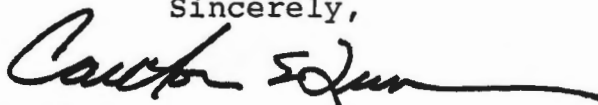
Keebler's extension of the national tour from the original 11 cities to another five cities in 1985, plus an additional 10 cities in 1986, is an outstanding demonstration of corporate commitment to American youth and an extraordinary contribution to our winning the war on drugs. Indeed, one obvious measure of success is that corporations such as yours view the drug awareness program as a long range commitment to improving the future.

Keebler's pro-achievement program is a model to corporations and organizations throughout the nation. It demonstrates to youth that setting achievable, positive goals for their lives will empower them to avoid the terrible consequences of drug use. Keebler is also demonstrating how a good corporate citizen can be a model for all members of our society.

Further, we appreciate your determination to turn the national "I Believe In Me" mall program into an educational film for classroom use in 1986. Since Keebler first began educational partnership efforts with the New Teen Titans, your efforts have been and continue to be in the forefront of what is needed and wanted by youngsters, parents and educators. I know that your film will be an exciting new tool for educators and will continue to serve in our national efforts.

Thank you for your continuing support.

Sincerely,



Carlton E. Turner, Ph.D.  
Deputy Assistant to the President  
for Drug Abuse Policy

Mr. Thomas Garvin  
President  
Keebler Company  
1 Hollow Tree Lane  
Elmhurst, Illinois 60126

KEEBLER COMPANY - NATIONAL SWING

| <u>DATE</u> | <u>LOCATION</u>              |
|-------------|------------------------------|
| May 15      | Chicago, Illinois (Kick-off) |
| May 23      | New York, New York           |
| May 30      | Washington, D.C.             |
| June 6      | Tampa, Florida               |
| June 13     | Miami, Florida               |
| June 27     | Atlanta, Georgia             |
| July 11     | New Orleans, Louisiana       |
| July 18     | San Francisco, California    |
| July 25     | Seattle, Washington          |
| August 1    | Portland, Oregon             |





Keebler Company

## Media Information





# WEEKLY READER

Editorial Offices: 245 Long Hill Road, Middletown, Connecticut 06457 Tel:(203)347-7251

FOR RELEASE:  
April 25, 1983

## PRESSURE TO TRY DRUGS, ALCOHOL STARTS IN EARLY GRADES, SURVEY SHOWS

MIDDLETOWN, CONN., April 25 - Grade school children report substantial peer pressure to try drugs and alcohol as early as fourth grade, according to a survey of U.S. school children by the classroom publication WEEKLY READER.

The readership poll, said to be the first major national survey of young children on the subject of drugs and alcohol, was distributed to 3.7 million students in grades four through twelve. Five hundred thousand children responded.

A random sample representing about 100,000 students was selected from the responses, analyzed, and then weighted to adjust for the U.S. population distribution.

The results show that in grades four and five children receive their education about the dangers of drugs and drinking about equally from family and movies/television. Not until grade six does school become an equal source of information, and not until grade seven does school become the major source.

And yet, as early as fourth grade about 25 percent say that children in their age group feel "some" or "a lot" of peer pressure to try beer, wine, liquor, or marijuana. By the time they are in seventh grade, about 60 percent feel pressure to try alcohol; and about 50 percent to try marijuana.

The motivation for trying drugs and liquor in the lower grades appeared to be a desire to "feel older"; and then as the children progressed through the middle grades, to "fit in with other kids"; and finally in grades nine through twelve, "to have a good time."

About 75 percent of children in fourth grade saw "some" or "great" risk posed to children their age who had one alcoholic drink or smoked one marijuana cigarette daily, while about 20 percent saw "no risk." The percentage seeing "some" or "great" risk for daily use of alcohol or marijuana rose slightly from fourth to seventh grade, and then dropped slightly in high school.

Another significant finding was the school children's beliefs concerning experiments with hard drugs by their peers. In grade four, about 50 percent of the students estimated that no "kids your age" in "your town or city" had tried cocaine, and about 60 percent said that no students had tried angel dust or LSD.



# WEEKLY READER

Editorial Offices: 245 Long Hill Road, Middletown, Connecticut 06457 Tel:(203)347-7251

PRESS RELEASE:  
April 25, 1983

Dr. Terry Borton, Editor in Chief of WEEKLY READER periodicals, stressed that "students are reporting on what they believe to be happening generally and not on their own behavior. Other studies have shown that actual use of these drugs is not this high, even among high school seniors. But the fact that young students think drug use is so common is in itself cause for concern since our survey also shows that many kids use drugs to 'fit in.'"

The WEEKLY READER Survey was done in cooperation with:

The White House Office of Policy Development, Drug Abuse Policy Office;  
The Alcohol, Drug Abuse, and Mental Health Administration;  
The Johnson Institute;  
The National Federation of Parents for Drug-Free Youth; and  
The National Institute of Drug Abuse.

WEEKLY READER periodicals are published by Xerox Education Publications, a unit of Xerox Corporation.

\* \* \*

For further information:

Dr. Terry Borton, Editor in Chief  
Xerox Education Publications  
Middletown, CT. 06457

(203) 638-2400 Ext. 2628



for further information:  
Kiki Richman/John DeFrancesco  
AARON D. CUSHMAN AND ASSOCIATES, INC.  
35 East Wacker Drive  
Chicago, Illinois 60601  
(312) 263-2500

FOR IMMEDIATE RELEASE

ANTI-DRUG, PRO-ACHIEVEMENT MUSICAL SHOW FOR CHILDREN  
INTRODUCED AT CHICAGO ELEMENTARY SCHOOL

CHICAGO, IL, May 15, 1985 -- A musical show targeted to children that uniquely links saying "no" to drugs with personal achievement and excellence was introduced today for children, guests and the media at the Franklin Fine Arts Center, a Chicago elementary magnet school. The show will appear in 11 U.S. cities this spring and summer.

Produced in cooperation with The White House, President's Drug Awareness Campaign, the show, called "I Believe In Me," will be performed free of charge in a major shopping mall in each of the 11 cities. The program is sponsored by Keebler Company, the nation's second largest manufacturer of cookies and crackers.

"I Believe In Me" features two puppets -- Ernie the Keebler Elf and his mother -- who interact with an actress who plays in the role of a young girl aspiring to be a track star. Through dialogue and song, the performers reaffirm that if children believe in themselves and perform their best, they will have the "magic" to succeed and won't need drugs to reach their goals. Drugs are positioned as destructive to the body and a detour-step in reaching personal goals.

ANTI-DRUG SHOW FOR CHILDREN  
ADD ONE

"This show breaks new ground in drug awareness education geared to pre-teen audiences," says Steve Jacobs, consultant to The White House Drug Abuse Policy Office. "Previous efforts focused primarily on saying "no" to drugs. This program stresses positive action -- that of setting goals, striving for excellence and building personal confidence as the ideal antithesis to using drugs."

The show is written to appeal to children between the ages of 8 and 11, an age bracket previously ignored in this area but one that needs to be educated about the perils of drugs, according to Jacobs.

"A recent study by the classroom publication Weekly Reader revealed many fourth graders feel that children their age are experiencing pressure to try drugs," says Jacobs. "These results suggest that awareness programs must include children of this age group because of their early potential for experimentation."

Another key message contained in "I Believe In Me" is the importance of communication between children and their parents. The dialogue between Ernie and his mother emphasizes this communications need, particularly when it pertains to the use of drugs.

"I Believe In Me" reflects a response to The White House national strategy for the prevention of drug abuse and drug trafficking, established in 1984. The strategy calls for strong

ANTI-DRUG SHOW FOR CHILDREN  
ADD TWO

support of an anti-drug, pro-achievement generation, with emphasis on prevention efforts among elementary school age children. The White House also approves of strong support from the private sector through funding and by sponsorship of innovative drug awareness programs such as Keebler's shopping mall tour.

"Cooperation between the private and public sectors creates a partnership that can better serve the drug education needs of the country," says Keebler President Thomas M. Garvin. "The 'I Believe In Me' program exemplifies this joint effort, directed to our young people, who represent the future of our country."

Keebler Company was one of the first corporations to work with The White House in the area of drug awareness. In 1983, Keebler and DC Comics, Inc. developed an educational comic book that featured "The New Teen Titans" heroes, seven teenagers who fight against the forces of "evil on earth and across the universe." More than three million comic books have been distributed to elementary school age children in just two years through the National PTA and the U.S. Department of Education. The popular comic book also will be distributed at performances of "I Believe In Me."

Dates and locations for the 11-city "I Believe In Me" tour are:

Wichita, Towne East Mall, May 9-12

Chicago, The Brickyard, May 16-19

New York metro area, Riverside Square(NJ), May 22-25

ANTI-DRUG SHOW FOR CHILDREN  
ADD THREE

Washington, D.C. area, Laurel Centre(MD), May 30-June 2

Atlanta, Gwinnett Place, June 6-9

Tampa, Clearwater Mall, June 20-23

Miami, Dadeland Mall, June 27-30

New Orleans, Belle Promenade, July 10-13

Seattle, Sea Tac Mall, July 25-28

Portland, Oregon, Clackamas Town Center, August 1-4

San Francisco, Hillsdale Mall, August 8-11

# # #

05/85





Keebler Company  
One Hollow Tree Lane  
Elmhurst, Illinois 60126  
312/833-2900

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## News Release

for further information:  
Kiki Richman/John DeFrancesco  
AARON D. CUSHMAN AND ASSOCIATES, INC.  
35 East Wacker Drive  
Chicago, Illinois 60601  
(312) 263-2500

FOR IMMEDIATE RELEASE

ANTI-DRUG, PRO-ACHIEVEMENT MUSICAL SHOW FOR CHILDREN  
WILL APPEAR IN 11 U.S. CITIES

A musical puppet show targeted to children that uniquely links saying "no" to drugs with personal achievement and excellence will appear in 11 select U.S. cities this spring and summer.

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- more -

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ANTI-DRUG SHOW FOR CHILDREN  
ADD TWO

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Chicago, The Brickyard, May 16-19

New York metro area, Riverside Square(NJ), May 22-25

ANTI-DRUG SHOW FOR CHILDREN  
ADD THREE

Washington, D.C. area, Laurel Centre(MD), May 30-June 2

Atlanta, Gwinnett Place, June 6-9

Tampa, Clearwater Mall, June 20-23

Miami, Dadeland Mall, June 27-30

New Orleans, Belle Promenade, July 10-13

Seattle, Sea Tac Mall, July 25-28

Portland, Oregon, Clackamas Town Center, August 1-4

San Francisco, Hillsdale Mall, August 8-11

# # #

05/85





Keebler Company  
One Hollow Tree Lane  
Elmhurst, Illinois 60126  
312/833-2900

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## News Release

for further information:  
Kiki Richman/John DeFrancesco  
AARON D. CUSHMAN AND ASSOCIATES, INC.  
35 East Wacker Drive  
Chicago, Illinois 60601  
(312) 263-2500

FOR IMMEDIATE RELEASE

KEEBLER COMPANY TAKES LEADERSHIP ROLE  
IN PRESIDENT'S DRUG AWARENESS CAMPAIGN

Keebler Company's sponsorship of the new "I Believe in Me" anti-drug, pro-achievement puppet show for children and parents exemplifies the firm's major commitment to The White House, President's Drug Awareness Campaign.

"As a major company concerned about the youth of America -- not just as consumers but as our nation's future leaders -- we recognize the need to support the drug awareness program and feel our involvement can help make a difference," says Keebler President Thomas M. Garvin.

"The 'I Believe In Me' show will help communicate to children that saying 'no' to drugs is not enough. The message emphasizes developing a positive approach to one's self and the dangers of early experimentation with drugs."

Keebler has directed its drug education programs to elementary school age children, grades four through six, a group identified by the Drug Abuse Policy Office of The White House as especially vulnerable to drug and alcohol use.

- more -



KEEBLER COMPANY TAKES LEADERSHIP ROLE  
ADD ONE

In 1983, Keebler developed an educational comic book that features Keebler's Ernie the Elf and a group of drug-fighting heroes called the "New Teen Titans." The comic book and its anti-drug message, produced in conjunction with DC Comics, Inc., has been distributed with assistance from the Department of Education to more than three million elementary school youngsters nationwide. The comic is currently the most demanded publication being distributed by the federal government.

During 1984, Keebler won two awards for its work in drug education. President Ronald Reagan presented Keebler President Thomas M. Garvin a citation at a special White House ceremony for "exemplary service in the campaign against drug and alcohol abuse." The company was first along with others to earn honors for outstanding community service from the President's Citation Program for Private Sector Initiatives. Senior Vice-President Charles Shemely accepted a "C Flag" from President Reagan. The "C Flag" designation comes from the theme, "We Can" and "We Care."

"Keebler Company exhibited great courage when it became involved in an issue most companies consider taboo -- drugs and young children," says Dr. Carlton Turner, Ph.D., and special assistant to the President for Drug Abuse Policy. "Keebler has been the catalyst for the private sector support of the President's drug awareness campaign and a great help in attaining our goal to create a generation of Americans who are drug free.



KEEBLER COMPANY TAKES LEADERSHIP ROLE  
ADD TWO

"Private business has a unique capability for communicating accurate information about drug abuse in a credible way to large segments of the population," adds Dr. Turner. "The unique 'I Believe In Me' show and its national shopping mall tour is a prime example of the type of program the private sector can best implement with the cooperation of the federal government."

The "I Believe In Me" musical puppet show will appear in shopping malls in 11 major U.S. cities this spring and summer, including Wichita; Chicago; New York; Washington, D.C.; Tampa; Miami; Atlanta; New Orleans; San Francisco; Seattle and Portland, Oregon.

Headquartered in Elmhurst, Illinois, Keebler Company is the nation's second largest manufacturer of cookies and crackers. The company operates 10 bakeries and employs more than 8,000 people nationwide.

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FOR IMMEDIATE RELEASE

### FACT SHEET

#### "I BELIEVE IN ME" DRUG AWARENESS PROGRAM

#### THE PROGRAM

"I Believe In Me" is a musical puppet show for children and parents with an anti-drug message that also stresses commitment to personal achievement and excellence. The show will be presented this spring and summer in shopping malls located in Wichita; Chicago; New York; Washington, D.C.; Tampa; Miami; Atlanta; New Orleans; San Francisco; Seattle and Portland, Oregon.

The show is sponsored by Keebler Company, the nation's second largest cookie and cracker manufacturer, as part of its ongoing drug awareness program for elementary school age children. The program is produced in cooperation with the White House, President's Drug Awareness Campaign.



DRUG AWARENESS PROGRAM FACT SHEET  
ADD ONE

WHY THE PROGRAM

WAS CREATED

Elementary school children are especially vulnerable to drugs and alcohol. For example, a recent survey conducted by the classroom publication Weekly Reader showed that about 25 percent of fourth grade students feel "some" to "a lot" of pressure to try beer, wine, liquor or marijuana. Fifty percent of the school children believe their friends or peers have experimented with drugs.

With such perceptions, a key strategy by the Drug Abuse Policy Office of The White House is to communicate anti-drug, pro-achievement messages to children in the sixth grade and below. Experts believe prevention programs must focus on this age level because of the early potential for experimentation.

UNIQUE APPROACH

TO DRUG ISSUE

"I Believe In Me" goes beyond the basic "say no to drugs" message communicated in traditional drug awareness programs. The program stresses commitment to personal achievement, trying one's

DRUG AWARENESS PROGRAM FACT SHEET  
ADD TWO

best and working toward success as ideal alternatives to drug use. The show also emphasizes communication between parents and children.

"I Believe In Me" features two puppets, Ernie the Keebler Elf and his mother, who interact with an actress in the role of a young girl aspiring to be a track star. The performers reaffirm, through dialogue and song, that if children believe in themselves and perform their best, they will have the "magic" to succeed and therefore don't need drugs to help reach their goals. Drugs are viewed as counter-productive in reaching personal goals.

THE KEEBLER

COMPANY SPONSORSHIP

Keebler's sponsorship of "I Believe In Me" reflects the company's continuing commitment to The White House, President's Drug Awareness Campaign and the firm's emphasis on reaching elementary school age children with an anti-drug message.



DRUG AWARENESS PROGRAM FACT SHEET  
ADD THREE

In 1983, Keebler became one of the first companies to work with the President's Drug Awareness Campaign when it developed and funded, with DC Comics, Inc., the "New Teen Titans" comic book. The comic book features the popular "New Teen Titans" characters and Ernie the Keebler Elf in a story that conveys a strong anti-drug message. With assistance from the U.S. Department of Education, three million copies of the comic book were distributed in just two years.

Keebler's "I Believe In Me" program, with its creative use of puppets and songs, communicates a new message to children, ages eight to eleven. It emphasizes a young person's need to define goals and make a commitment to achieving them through hard work and self-confidence, despite the distractions of peer pressure, drugs and alcohol.

NATIONAL STRATEGY

The "I Believe In Me" program supports the national strategy to prevent

DRUG AWARENESS PROGRAM FACT SHEET  
ADD FOUR

drug abuse established in 1984 by The White House Drug Abuse Policy Office. This strategy calls for strong emphasis on development of an anti-drug, pro-achievement generation, with a focus on prevention programs for elementary school age children. The strategy cites the Weekly Reader magazine survey that revealed many fourth graders report that children their age feel pressure to try drugs or alcohol.

The strategy also urges an education effort that focuses on the destructive effects of drug use and, in turn, directs attention to excellence in education, good health and overall well being.

"I BELIEVE IN ME"

TOUR SCHEDULE

"I Believe In Me" will be performed free of charge this spring and summer at:

Wichita, Towne East Mall, May 9-12

Chicago, The Brickyard, May 16-19

New York metro area, Riverside Square (NJ),  
May 22-25

Washington, D.C. area, Laurel Centre (MD),  
May 30-June 2



DRUG AWARENESS PROGRAM FACT SHEET  
ADD FIVE

Atlanta, Gwinnett Place, June 6-9

Tampa, Clearwater Mall, June 20-23

Miami, Dadeland Mall, June 27-30

New Orleans, Belle Promenade, July 10-13

Seattle, Sea Tac Mall, July 25-28

Portland, Oregon, Clackamas Town Center, Aug. 1-4

San Francisco, Hillsdale Mall, August 8-11

# # #



DEPARTMENT OF THE TREASURY  
U.S. CUSTOMS SERVICE  
WASHINGTON



REFER TO  
Room 4122

Dr. Carlton Turner  
The White House  
Room 218  
Washington, DC 20500

Dear Dr. Turner:

I recommend a very patriotic, strong letter be sent to Tom Garvin, President and Chief Executive Officer, Keebler Company, One Hollow Tree Lane, Elmhurst, Illinois 60126, to acknowledge Keebler for taking the national lead in demonstrating corporate commitment to end drug abuse in our Nation.

Through Mr. Garvin's lead, Keebler has committed its people, resources and finances to support our efforts of reaching fourth grade children. Their efforts reflect a national need and, we are confident, will engender the support and appreciation of students, educators, parents, consumers, as well as the leadership of our nation.

Keebler has shown an awareness that to transform the drug problem in our society, there must be a partnership and cooperation with industry. We appreciate their willingness to work with us and it is our commitment to produce a classroom package that both makes a difference, is widely acknowledged as being of value and a model for future programs. Our commitment to them is to create a program that reflects excellence.

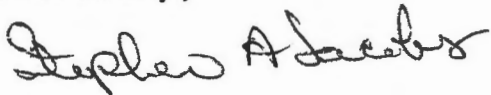
It is our intention to have an appropriate Washington (White House) kick-off of this program. Please inform Mr. Garvin that you look forward to seeing him at that time, or sooner.

Finally, please acknowledge that you've been told by me that Dave Mishur of Keebler, our direct contact, fully represents them, is an outstanding example of a corporate leader, is making a direct and meaningful contribution to the development of the program, and that it is a pleasure to have him on our team.



I request that you send Mr. Garvin a letter as soon as possible and it would be great if the First Lady could drop him a personal note of thank you, as well. I appreciate your support, it will make a real impression, and, since Mr. Mishur is already talking about what Keebler can do next, these letters are a solid investment in our program.

Sincerely,

A handwritten signature in cursive script, reading "Stephen A. Jacobs". The signature is written in dark ink and is positioned above the typed name.

Stephen A. Jacobs  
Office of Special Assistant  
to the Commissioner  
White House Drug Abuse Program

cc: Commissioner von Raab

mtg w/ Cribb  
Swahn  
Hughes

→ Secy Clarke speech date  
legalization on ballot

Cesar Bernal

Mary  
w/ CQ Hughes

298 - 4498 / 10-12

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