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**The Partnership for a Drug-Free America's Time To Talk®
and the Major League Baseball Players Association
Promote "Healthy Competition" with New Online Campaign**

NEW YORK – The Partnership for a Drug-Free America and the Major League Baseball Players Association (MLBPA) today introduced a new online campaign, "Healthy Competition: A Resource for Parents," at TimeToTalk.org/healthycompetition that offers unique insight from Major League baseball players on raising healthy teens and student athletes. "Healthy Competition" is coupled with the Partnership's prevention tools and resources at TimeToTalk.org, which help parents steer teens away from the risks of drugs and alcohol.

Through exclusive video interviews with Major Leaguers and dads Torii Hunter (LA Angels of Angels of Anaheim), Jamie Moyer (Philadelphia Phillies), Mike Sweeney (Seattle Mariners), Mark Teixeira (NY Yankees) and Michael Young (Texas Rangers), and strength and conditioning coordinator, Tim Maxey, "Healthy Competition" emphasizes the benefits of exercise and good nutrition and highlights the importance of playing fair and being a positive, pro-active team player.

"It's an honor to join with the Partnership for a Drug-Free America's popular Time to Talk program to share our personal fitness, training and nutritional experiences with parents trying to raise healthy teens and young adults," said Mark Teixeira, New York Yankees first baseman. "With more than 70 years of Major League Baseball experience between us, there's not much we haven't faced trying to turn our dreams into realities. 'Healthy Competition' provides us with the chance to share some of our own stories with teens trying to make varsity or just looking to lead a healthier lifestyle. "

In personal stories and anecdotes about their own childhood influences and experiences – from accepting failure to dealing with peer pressure – the players give advice to teens and aspiring student athletes to help them overcome obstacles and address what parents can do to help them deal with life's challenges and pressures, on or off the field.

"Proper fitness and nutrition play a critical role in raising student athletes, which becomes even more significant when teens want to excel in their sport," said Steve Pasierb, President and CEO of the Partnership for a Drug-Free America. "This new site not only provides parents with comprehensive and useful information to help them raise a well-balanced, drug-free athlete, but also drives home the message that it's not worth risking your health to get ahead in sports, whether it's taking short cuts with nutrition, using performance enhancing substances or not following a trainer's regimented workout routine."

“For years, the Partnership for a Drug-Free America has been doing a terrific job providing resources to parents trying to help teens through perhaps the most impressionable years of their lives,” said MLBPA Executive Director Michael Weiner. “It’s exciting for the MLBPA to add to those resources by working with the Partnership to create ‘Healthy Competition.’ Major Leaguers faced the same pressures when they were growing up, and they have compelling stories to tell and advice to lend. Our hope is that by tapping into the personal experiences of the players we can help parents and their teens make healthy choices.”

The site also features a downloadable **Time to Talk® Talk Kit** to help guide parents in their conversations with their children and provide them with **Teachable Moments** they can use to maintain the conversation over time. More than half of teens participate in high school sports, and these activities present another opportunity for moms and dads to talk about the importance of staying healthy and avoiding alcohol and drugs.

[Time To Talk®](#) is the [Partnership’s](#) nationwide movement that reinforces the major influence parents have in helping children make healthy choices. The Partnership supports parents’ efforts to be the heroes in their kids’ lives, which is one of the most effective factors in minimizing the risk of drug and alcohol abuse.

About the Partnership

The Partnership at [drugfree.org](#) is a nonprofit organization that helps parents prevent, intervene in and find treatment for drug and alcohol use by their children. Bringing together renowned scientists, parent experts, and communications professionals, the Partnership translates current research on teen behavior, addiction, and treatment into easy to understand resources at [drugfree.org](#). For parents who need help talking with their kids about drugs, alcohol and other risky behaviors, [TimeToTalk.org](#) offers tips and tools promoting parent/child communication. [Time To Act](#) is a step-by-step guide for parents who believe or are sure that their teens are drinking or using drugs and need to know what to do. Through its “360” suite of community programs, the Partnership educates parents and concerned citizens at the grassroots level on the risks of methamphetamine, non-medical prescription drug use and other emerging drug threats, and promotes parenting and community practices designed to prevent teen substance abuse. The Partnership depends on donations from individuals, corporations, foundations and government. The Partnership thanks SAG/AFTRA and the advertising and media industries for their ongoing generosity.

About the Major League Baseball Players Association

The Major League Baseball Players Association ([www.MLBPLAYERS.com](#)) is the collective bargaining representative for all professional baseball players of the thirty Major League Baseball teams and serves as the exclusive group licensing agent for commercial and licensing activities involving active Major League baseball players. On behalf of its members, it operates the Players Choice licensing program and the Players Choice Awards, which benefit the needy through the Major League Baseball Players Trust, a charitable foundation established and run entirely by Major League baseball players. Please visit the Players Trust channel on YouTube <http://www.youtube.com/user/MLBPlayersTrust>.

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