



National Coalition for the Advancement of Drug-Free Athletics, Inc.

"Helping Athletes Succeed...Naturally!"SM

717 Princeton Street ♦ New Milford NJ ♦ 07646 ♦ Tel: 201-265-8688

Website: www.NCADFA.org

FOR IMMEDIATE RELEASE:

Contact Info:

Dr. Vic Naumov, DC

Tel: 201-265-8688

Date: October 12, 2006

**NCADFA Names Ray Lewis, Baltimore Ravens' All-Pro Linebacker
"Official Spokesperson" for Choose NOT to UseTM Campaign**

Super Bowl MVP Encourages Teens to Choose NOT to UseTM Performance Enhancing Drugs

(New Milford, N.J.) The National Coalition for the Advancement of Drug-Free Athletics, Inc. (NCADFA) is proud to announce that it has chosen Ray Lewis, Baltimore Ravens' All-Pro Linebacker, 2-time NFL Defensive Player of the Year and Super Bowl XXXV, MVP, as the "official spokesperson" for their national *Choose NOT to UseTM Performance Enhancing Drugs Campaign*.

"We are excited and honored to have Ray Lewis as our partner and spokesperson. Throughout his career, Ray has demonstrated solid leadership skills (both on and off the field), a committed, honest and natural work ethic, self-discipline and deep dedication to his team and family. What's most amazing about Ray is his unique ability to stay focused and achieve success while staring directly into the eyes of adversity. In my opinion, he is a true champion. For these reasons, the NCADFA has decided that Ray Lewis would be the ideal spokesperson for our Choose NOT to UseTM Campaign," says NCADFA Founder and President, Dr. Vic Naumov, DC. Ray Lewis' image and name will appear on and be associated with, all of the NCADFA's Choose NOT to UseTM Campaign's promotional material and events around the country.

The NCADFA is committed to working closely with Ray Lewis in the development of a cutting-edge Choose NOT to UseTM Awareness/Education/Leadership package which will be made available to the 27,000 high schools across the United States. **(continued on next page)**

“The goal of our campaign is simple, over the next year we will attempt to reach out to the over 7 million high school athletes and encourage them to Choose NOT to Use™ performance enhancing drugs of any kind,” says Dr. Naumov. The latest national figures indicate that 6% of teenage athletes have admitted to using performance enhancing drugs.

Formed in October of 2004, the National Coalition for the Advancement of Drug Free Athletics, Inc. is a New Jersey based, IRS 501(c)(3), non-profit charitable organization. The NCADFA addresses the issue of performance enhancing drugs and other substances. The organization offers athletes, sports organizations, parents, coaches and teacher’s educational information that stresses drug prevention along with natural strategies for performance enhancement. These strategies include the importance of a proper functioning nervous system, nutrition, exercise, rest and recuperation, mental focus and mind-body balance for optimal health, complete recovery and peak human performance. The NCADFA’s message is straight and clear, when it comes to drugs in sports, we encourage athletes to: *Choose NOT to Use.*TM

####

The mission of the National Coalition for the Advancement of Drug-Free Athletics, Inc. is to support the advancement of drug-free athletes at the national level through the development of educational, community out-reach, leadership and drug awareness programs.