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For Immediate Release

Loyola Student Partner With CADA To Help Educate About Alcohol And Drug Prevention

Loyola University New Orleans and Colegio Americano de Quito alumni Andres Munoz is working with Council On Alcohol and Drug Abuse to promote their program to potential charter schools and supporters within the greater New Orleans area.

The work comes as part of Munoz' advertising capstone class at Loyola University New Orleans. Alongside four other Loyola students, Munoz will help develop a comprehensive advertising campaign for CADA to implement in Spring 2016.

CADA is a 501(c)(3) nonprofit health organization that serves to support those going through substance abuse rehabilitation in order to aid in the treatment process and educate the community about substance abuse. Their primary mission is to prevent addiction and encourage a healthy lifestyle. CADA provides services including prevention, assessment, intervention, information and referrals for all ages.

"I am excited to be working with CADA and Uptown Group. Working with them has strengthened my skills in advertising and graphic design. I am overjoyed to be contributing to the betterment of my community."

Uptown Group's campaign will create a plans book to help increase awareness of their overall brand and school program, "Too Good For Drugs," for which we hope to implement in public education systems in Greater New Orleans.

After graduating from Loyola University New Orleans, Munoz plans to work on some freelance videography and pursue employment within the film industry.

For more information, contact admin@cadagno.org about substance abuse and their programs.

Established in 1937, the Loyola University School of Mass Communication offers sequences in advertising, public relations and journalism. The School of Mass Communication strives to educate students in both practical knowledge and theory within communication in order to enable them to be leaders in an ever-evolving professional environment.