

INFORMATION SHEET

NEW RELEASE

“If They Had Known”

Two stories, two deaths...neither should have happened.



We are proud to announce the new release of “If They Had Known”, a powerful and moving documentary that aims to raise awareness about the devastating consequences of misusing prescription drugs (for any reason) among our youth.

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The original story of Clay Soper, a vibrant young man who tragically lost his life after mixing prescription drugs with alcohol at a party, continues to resonate with audiences across the country. Neither Clay or his friends had any idea that mixing prescription drugs with alcohol could kill them or their friend. Clay’s story directly addresses the recreational party trend and the risks surrounding mixing prescription drugs with alcohol.

In this updated version, we expand the conversation to include the heartbreaking story of Drew Pelusi. Drew’s life was cut short at age 23 after he unknowingly purchased counterfeit Xanax online to help manage his anxiety. Drew’s story is a warning to teens that using prescription drugs purchased online or off the street can be deadly. For Drew, it only took one bad pill to trigger his addiction and ultimately, take his life.

By sharing these stories, “If They Had Known” offers an urgent message to young people, parents, and communities about the real dangers of prescription drug misuse. Our 35-minute film, combined with the Program Toolkit, sparks essential peer-to-peer conversations about the risks of prescription drug misuse and provides teens with information that could save their life or the life of a friend. Join us in spreading awareness and preventing further tragedies.

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FILM LENGTH: 35 Minutes

FORMAT: Presentation for in-class, online curriculums, small groups, and auditoriums

PROGRAM TOOLKIT: Includes guidelines and helpful tips on how to facilitate a viewing, conduct a dynamic post-viewing discussion and promotional materials:

- How to apply the documentary program
- Documentary pre-viewing suggestions
- Topics to help introduce the film
- A post-viewing question set to start discussions and closing comments
- A press release for local media outlets
- Two print-ready 8.5”x14” posters for pre and post viewing promotion
- Key message audience handout: *“Knowing These 5 Things Could Save Your Life or the Life of a Friend”*
- School Email Blast Copy for Parents & Guardians

LICENSE “IF THEY HAD KNOWN”

Viewing Options:

- One month license, unlimited viewings: **\$25**
- One year license, unlimited viewings: **\$150**

To license the documentary for one month or one year, please complete our License Agreement, and email to: iftheyhadknown@gmail.com

We will provide you with a link and password to stream the film.



EDUCATE · ENGAGE · EMPOWER
OUR YOUTH

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TAKEAWAY MESSAGING:

Knowing these 5 things could help save your life or the life of your friend

①

Mixing prescription drugs with alcohol can be toxic

②

Accidents can happen to anyone – you or your friend could die

③

Don't hesitate to get help. Every minute counts

④

Self-medicating your anxiety, stress or depression with unprescribed prescription drugs is a risk not worth taking

⑤

Purchasing prescription drugs online or off the street is extremely dangerous