

Advertising Age

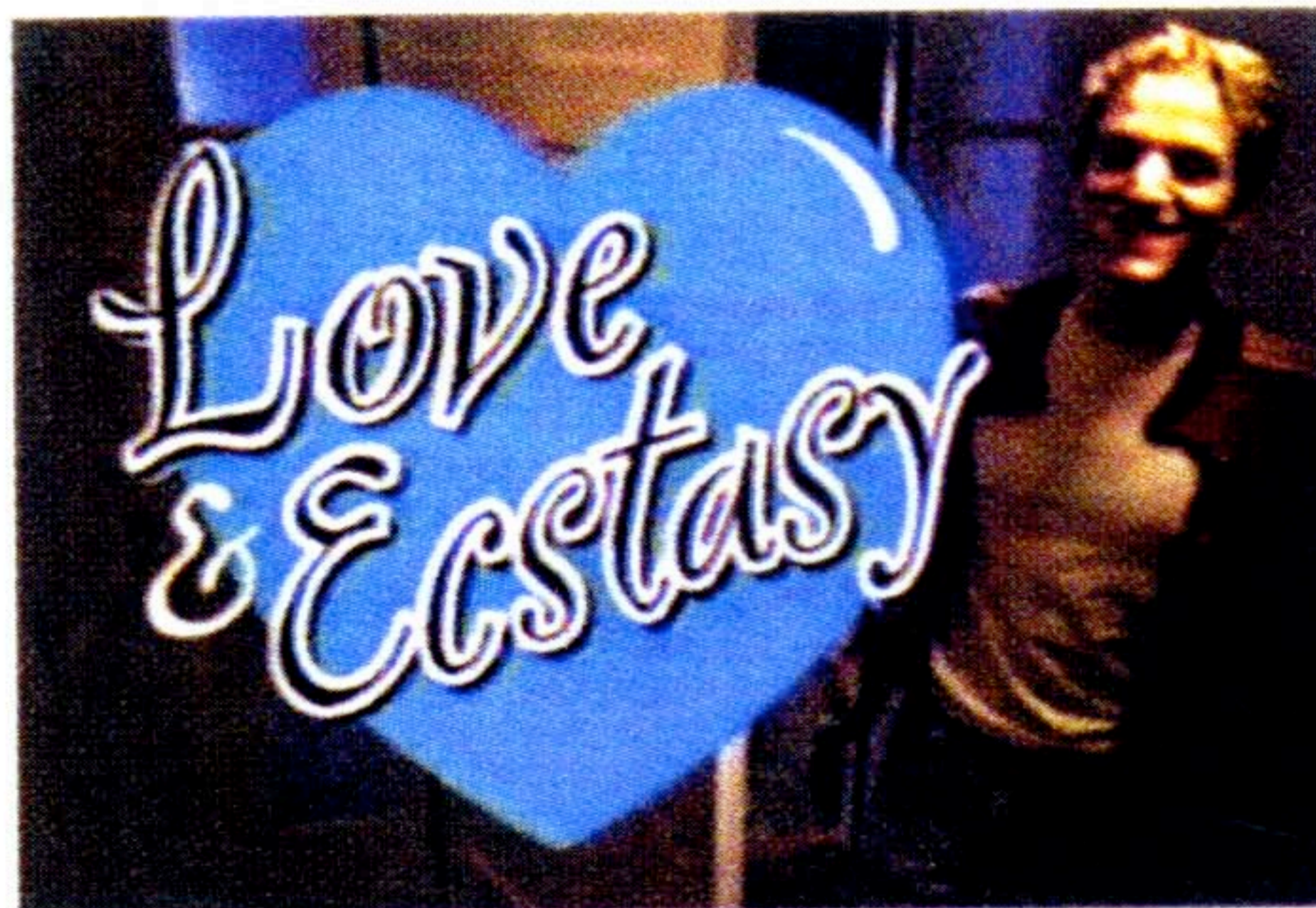
AIN'S INTERNATIONAL NEWSPAPER OF MARKETING | U.S. \$3.50, CANADA \$4.50, U.K. £2.95

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LATE NEWS

PSAs target teens' use of ecstasy

[WASHINGTON] The **Partnership for a Drug Free America** launched public service



ads warning teens of the dangers of the drug ecstasy, whose growing use is being compared to the use of cocaine in earlier generations. Four spots were directed by **Adam Reed**, 25, for **Elsewhere Films**. The spots feature stories of the devastation caused by the drugs. Two others came from **Publicis Groupe's Publicis Toronto**; a final spot was created by **Working Pictures**. **DiMassimo Brand Advertising** handled print, and Rand Interactive handled interactive.