



**January 2021**

---

## **Invitation to Zoom INSIDE the Superior Court**

The "Virtual" Real DUI Court in Schools Program compliments your curriculum while providing students an opportunity to take a field trip from home. Our self-run program is a two-pronged approach of educating students on the dangers of impaired driving, the inner workings in the courtroom after an arrest has been made and the roles of the the judicial branch. After the sentencing of a first time DUI offender, members of the court will make a brief presentation and then invite the students to participate in the interactive Q&A session. We will coordinate all the details with the court and provide you a secure webinar link to share with your students. We only have 30 presentations available for the 2020/2021 school year and dates are starting to go fast. Click below or call us today to reserve your spot (916) 761-2649. [www.realDUICourt.com](http://www.realDUICourt.com)

[Click Here to Reserve a Date](#)



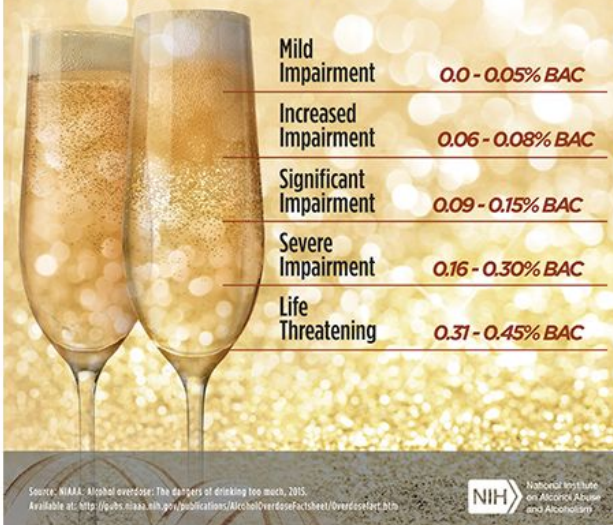
## **Did YOU know?**

New Year's Eve is one of the most **dangerous** holidays for DUI crashes.

### **Did you know?**

- More pedestrians are killed on **New Year's Day** more than any other day of the year.
- Between Christmas and New Year's **40%** of deadly

## HOW HOLIDAY TOASTS CAN TURN TRAGIC



crashes involve drunk drivers.

- January 1st has even topped July 4th in **DUI arrests**.

## #ThinkB4UDrink Campaign



Watch Here!

Our #ThinkB4UDrink campaign is where we bring industry specialists, subject matter experts and our preferred partners straight to YOU! Check out this month's interview with **Recording Artists Against Drunk Drivers (RADD)**

## Virtual Tools to Stay Mentally Healthy



NDA FOR TEENS

#HolidayStress [teens.drugabuse.gov](https://teens.drugabuse.gov)

The holidays can be a stressful time for teens, especially with social isolation. National Institute of Health shares virtual tools to help you cope and stay mentally healthy.

[Click Here](#) to read more.

## MESSAGE FROM CEO

### A Message From Our CEO

Although 2020 was a challenging year for many of us it was also a year full of resilience and strength. What makes me optimistic is seeing how our community pulled together through the difficulties and not just *adapted* to the changes but in some instances thrived.

It is so important to look for the good in any situation or crisis we experience. It can be challenging at times but finding the good in



pain gives it a purpose and provides us hope.

In the midst of the year I learned many personal lessons:

- Home isn't found within the walls of a home, but wherever we are with family.
- We can lose everything incredibly quickly; holding on to the hurt will prevent us from moving on.
- Kids are resilient; going through difficult times beside them teaches resilience and it's good for them.

- Kids don't need material things to know they are loved; they need intentional interaction. Presence > Presents.

2020 also taught me some very profound professional lessons that I am very grateful to have experienced:

- In order to remain *relative* you need to be more creative, more inventive and more agile than ever before.
- There is a significant difference between 3 seconds; you can either react, respond or recognize.
- Some people work at a "job" and some of us work our "passion". Find your work tribe; align and collaborate with those who are just as committed to excellence as you.
- If you believe in the value of your mission, nothing can stop you.

I am proud to say that Arrive Alive California, Inc. closed out the 2020 year impacting more people than we have ever done in previous years. Once the global pandemic hit AAC shifted gears and immediately turned all our programming virtually. Our swift innovative actions impacted nearly three times the number we set out at the beginning of the year, finishing the year impacting over 87,000 people. I am so grateful for the team at AAC, our partners, and sponsors for believing in our mission to bring reality-based life saving messages to Californians.

I challenge you look back at 2020 as a guide rather than just a phenomena; a roadmap of how to overcome difficulties through practiced resilience and strength. May we begin 2021 with a mindset to look for opportunities that come with change, not just the challenges. And may we be more intentional, flexible and understanding.

Best,

Angela Kellogg, CEO  
Arrive Alive California, Inc.

