

From the Palavra Tree, Inc. Executive Director,

Greetings...

Welcome to the Palavra Tree, **"Sixth Annual Multi-Cultural Celebration of Life"**

A Happy New Year to all the people who have helped us to maintain our Founding Father or Dr. Cleo Malone's dream of providing culturally sensitive Alcohol, Tobacco and Other Drug (ATOD) services. It has been a challenge in these difficult economic times.

During the Fiscal Year 2009-2010 we pledge to continue with the struggle for liberation of our community from the death dealing stronghold of alcohol, tobacco and other drugs as well as the related persistence of the alcohol and tobacco industry efforts to manipulate our youth; must continue to be a concern of all Americans.

The Palavra Tree, Inc dedicated Board of Directors, and Staff continues to focus and listen to the needs of our community residents and particularly our youth are facing. The only way that this can be done in these times is to continue to work with our coalition and collaboration members in order to provide wrap around services to all those in need of services. We thrive on training and empowering our community leaders in our community by teaching them public speaking skills, environmental prevention building skills, the history of alcohol, and other drugs as well as the harmful effects of how ATOD affects our community and family/familia.

The Palavra Inc. Team believes that a community-based approach is key to developing programs in identifying emerging issues and stresses within today's society. It requires dedicated efforts from the education system, the justice system, community agencies, social service agencies and the ever-changing needs of African Americans, Mexican Americans and other ethnic communities.

The struggle continues. Our continued commitment to provide excellent service and equal opportunities is our continued success. Since our inception in 1985, The Palavra Tree **mission is to eliminate the use of alcohol, tobacco and other drugs. Our objective is to be a "launching pad" from which our community organizations plan, develop, implement, evaluate and duplicate successful approaches to local ATOD problems.**

In closing, over the past twenty five years our efforts have focused on countering the advertising campaigns of the Alcohol and Tobacco Industry. We remain a committed Community Service organization with people and volunteers who have assumed the responsibility for themselves saying **"I am so proud of my people in my community, and we are committed to doing all that we can to make a difference."** Importantly, we believe that there is extraordinary potential in the most ordinary person. Our community participants visibly demonstrate that change is possible, that adversity can be overcome and that a better life can be achieved in a safer and healthier environment where all residents can develop and thrive in their lifestyles.