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ONE PILL CAN KILL PARTNERS WITH VISAA TO RAISE FENTANYL AWARENESS AMONG VIRGINIA YOUTH ATHLETES AND FAMILIES

(RICHMOND, VA) – The Virginia-based "One Pill Can Kill" initiative, launched by Virginia Attorney General Jason Miyares in collaboration with the Opioid Abatement Authority (OAA), has partnered with the Virginia Independent Schools Athletic Association (VISAA) to raise awareness about the dangers of fentanyl among youth athletes and their families across the state.

Through this partnership, One Pill Can Kill will deliver critical fentanyl awareness messages at sporting events statewide. These efforts will include public address announcements, printed materials, media outreach, mailers, and digital communications. The initiative will focus on promoting awareness year-round, particularly at VISAA championship games.

"Educating all Virginians on the dangers of fentanyl is vital, but it's especially important to reach our youth, who are at greater risk," said Attorney General Jason Miyares. "By partnering with VISAA, we aim to protect our athletes and ensure they are informed about the fentanyl crisis impacting our state." This partnership highlights the ongoing effort to combat the fentanyl epidemic and protect the lives of Virginia's youth.

"We know how important this initiative is, and how relevant it is to today's youth. We're happy to partner with The Office of the Attorney General to help educate and save lives," said Adam Brick, Executive Director at VISAA.

Please visit <https://onepillcankillva.org/> to learn more about this initiative and access additional educational resources.

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About VISAA

VISAA, a non-profit association, serves as the governing body and championship organization for interscholastic athletics among 100 independent schools in Virginia. VISAA oversees state championships in 24 sports, representing over 21,000 students in grades 9-12. The association and its member schools are committed to promoting fair play, inspiring excellence in athletics, and fostering character development so that student-athletes can reach their full potential.



ABOUT ONE PILL CAN KILL

As part of the federal One Pill Can Kill initiative, this One Pill Can Kill Virginia-specific campaign led by

Virginia Office of the Attorney General Jason Miyares centers on raising awareness about the pervasive dangers of fake prescription pills, particularly those containing fentanyl. Through education, prevention, and accessible resources, we aim to empower Virginians with the knowledge and tools necessary to protect themselves and their loved ones from the grave consequences of fake prescription pills.

By working in conjunction with our law enforcement partners and the federal government, we are resolute in our dedication to combat the proliferation of fake prescription pills and fentanyl. Together, we strive to ensure the health, safety, and prosperity of all individuals throughout Virginia.