

# #kickRxabuse

Partner with the Indianapolis Colts and **BitterPill.IN.gov** to reduce prescription drug abuse in your school and community by joining the **#kickRxabuse** video challenge.

Prescription drug abuse kills more people than motor vehicle accidents. One in five Indiana teens admits to abusing prescription medications.

Adam Vinatieri encourages all middle and high school students to participate in the **#kickRxabuse** video challenge to reduce prescription drug abuse.

1. Watch Adam Vinatieri's video at [www.youtube.com/INAttorneyGeneral](http://www.youtube.com/INAttorneyGeneral)
2. Upload a 30 second public service announcement (PSA) to YouTube using **#kickRxabuse**
3. Send an email to [BitterPill@atg.in.gov](mailto:BitterPill@atg.in.gov) including the video link, your name, email address, phone number and school before the contest ends on October 1, 2016
4. Share your video on social media to get the most views for your chance to win

The winning video will be selected based on impact, creativity and number of views. For full contest rules please visit [BitterPill.in.gov](http://BitterPill.in.gov).

## Prizes for Winner

- Colts Tickets

**4 VIP tickets including limo ride and dinner at the Colts Grille**

- Winner's school to receive a **Cash Prize of \$5000**

- Meet Adam Vinatieri

**Meet and greet with Adam Vinatieri & tour the Colts Training Complex**

- Winning video will be featured on: **The official Colts website, social media and Colts programming**



**The challenge ends October 1**  
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