



## **MADD Canada and NewSchool Announce their Partnership to Raise Awareness and Fundraising during the Holiday Season**

*MADD Canada and hit musical group, NewSchool partner in the fight against drunk driving this holiday season by raising awareness and much needed funds to make our streets safer*

VANCOUVER, BRITISH COLUMBIA ([PRWEB](#)) December 16, 2003 ---- MADD Canada and NewSchool Announce their Partnership to Raise Awareness and Fundraising during the Holiday Season.

Enjoy NewSchool's hit song "The Sweetest Christmas" and make a difference this holiday season by downloading the song.

MADD Canada and hit musical group, NewSchool partner in the fight against drunk driving this holiday season by raising awareness and much needed funds to make our streets safer. Mothers Against Drunk Driving (MADD Canada) and NewSchool want everyone to realize that drinking and driving is an irresponsible, dangerous and intolerable act. NewSchool, MADD Canada, and Freedom to Groove have come together to help combat impaired driving by making available, their brand new hit single "The Sweetest Christmas" for download to all their fans and those who want to make a difference. Profits from the download will be donated directly to MADD Canada.

"We are thankful for the opportunity to work with NewSchool to re-emphasize our message, especially during the Holiday Season. We are proud to be part of this wonderful way to reach out to the music loving marketplace in such a positive manner," says Dawn Regan of MADD Canada's National Office.

"The Sweetest Christmas" is an up-tempo, festive track, sure to put a smile on your face with its warm vocals, infectious hooks, and lyrics that anybody who has ever been in love can relate to. Last week was huge for radio ads on "The Sweetest Christmas". The single premiered on the B.D.S. A/C Charts at #51, and was the #1 "Spin Burner" for the week, receiving more plays than any other song that week. It also landed at #34 on the B.D.S. Audience Chart. It's in rotation on over 30 AC stations across the country, with more stations adding the song each day.

According to Adam H. and Michael Hektoen, NewSchool's managers, "with the spontaneity of this songs response, we thought the possibility existed to somehow take this positive energy and do some real good during the Holiday Season. There is a notable increase of driving during this time of year with many drivers tending to over indulge, they literally get behind the wheel of a "time-bomb" waiting to happen. Many of us have lost family or friends to this disastrous reality. MADD Canada has the tools and years of experience to combat drunk driving".

NewSchool's self-titled debut album hit stores everywhere on November 18th. Released through the Maximum/Universal Music Group Canada, their debut album contains 15 tracks including the smash hit singles, "Misunderstood" and "Back In The Day".

MADD Canada is the country's pre-eminent voice on impaired driving. It supports victims of this violent crime and through its programs and public awareness efforts strives to eliminate impaired driving crashes.



Fans and those who want to make a difference can download "The Sweetest Christmas" thanks to Freedom to Groove, a specialist in the marketing, promotion and development of music industry websites. Freedom to Groove is a company which provides strategic online management to help artists build an emerging career or to expand an established artist's career worldwide. Freedom designed, built and hosts the NewSchool website and then undertook the integration of an e-store in order to make an MP3 of "The Sweetest Christmas" available directly from NewSchool's official website [www.newschoolonline.com](http://www.newschoolonline.com).

MADD Canada, NewSchool and Freedom to Groove hope you have a safe and happy holiday while enjoying "The Sweetest Christmas" this year.

<http://www.newschoolonline.com>

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**Online Web 2.0 Version**

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