



Billboard on Dequindre near 10 Mile in Hazel Park. Four others are up in metro Detroit. (Free Press photo by Richard Lee)

## Signs a SADD reminder about drinking

Ads name 4 casualties from Troy schools

*August 21, 1998*

**BY ROBERT H. CAMPBELL**

Free Press Staff Writer

For the first time in Oakland County, motorists will see billboards serving as a memorial and a reminder of the eternal damage drunken drivers can inflict on people. Five billboards in bold, red and yellow letters -- in Pontiac, Hazel Park and Oxford -- memorialize Troy teenagers who died in two drunken-driving auto accidents last year.

The accidents, which occurred within 10 days of each other, took the lives of Andrew Stindt, 19, Michael Jamieson, 19, Ashley Easterbrook, 18, and Jeremy St. Cyr, 18.

The billboard message is simple yet poignant. It reads: "Missing You. A Drunk Driver Killed Andy, Ashley, Michael, Jeremy and ..."

Susan Grover, the campaign coordinator, said, "There is a lot of advertising out there that promotes alcohol consumption with no limits. There aren't enough messages out there that advertise for drunk-driving prevention and healthy limits on drinking."

"We're not a prohibition group. We just want to remind people to be safe and healthy, and to be aware of the high-risk time during the Labor Day weekend," added Grover, executive director of the Prevention Coalition of Southeast Michigan.

The billboard idea was created by students from the Michigan chapter of Students Against Driving Drunk. SADD members from several communities are hosting a tribute at 10 a.m. today at the Hazel Park billboard on Dequindre, just north of 10 Mile Road. Balloons carrying messages urging people to not drink and drive will be launched.

Richard St. Cyr, Jeremy's father, also will be present. He said the reason the families lent the names of the loved ones to the campaign is "to continue to raise the awareness in the community that effects drunk drivers have are long lasting."

"It's been a little over a year since Jeremy was killed and a lot of people still miss him," he said. "We're trying to give people" a reminder "who are out driving around, possibly on their way to drink, that they shouldn't drink and drive."

After his son was killed, St. Cyr became an activist. He said this campaign is about hammering home an important message about this crime.

"It's about changing how people think about drunk driving and the only way to do that is continually remind people," he said.

The billboards were made possible with a \$25,000 donation from the substance abuse office of the Oakland County Health Department .

*Robert H. Campbell can be reached at 1-248-586-2621.*