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MRS. REAGAN'S REMARKS
TOURNAMENT PLAYERS CLUB LUNCHEON
JACKSONVILLE, FLORIDA
TUESDAY, MARCH 24, 1987

-- THANK YOU, I'M DELIGHTED TO BE HERE THIS AFTERNOON.

-- BEFORE I DO ANYTHING ELSE, LET ME THANK THOSE OF YOU WHO ARE INVOLVED IN THE EFFORT TO GIVE NORTH FLORIDA ITS FIRST NON-PROFIT DRUG RESEARCH AND TREATMENT CENTER. I PARTICULARLY WANT TO THANK DEANE BEMAN (DEAN BEE-MEN), ALONG WITH THE PGA AND THEIR SPONSORS FOR THEIR LEADERSHIP ROLE.

-- I CAN'T TELL YOU HOW MUCH I WISH THE CENTER'S DOORS WERE OPENING TODAY. BECAUSE THERE ARE CHILDREN HERE IN JACKSONVILLE WHO ARE SUFFERING, WHO NEED HELP DESPERATELY. THEY NEED IT RIGHT NOW. THEY ARE IN PHYSICAL AND MENTAL DANGER, AND THEY ARE IN PERSONAL ANGUISH.

-- THERE ARE YOUNG PEOPLE HERE IN JACKSONVILLE WHO HAVE LOST THEMSELVES AT THE VERY TIME OF THEIR LIVES THEY SHOULD BE FINDING THEMSELVES. THEY'VE LOST THEIR VALUES. THEY'VE LOST THEIR CAPACITY TO LOVE. THEY'VE LOST HOPE. THEY'VE LOST EVERYTHING EXCEPT A DRIVING, INSATIABLE DESIRE FOR RELIEF THROUGH DRUGS.

-- I KNOW THIS SOUNDS HARSH. I KNOW IT'S HARD TO ACCEPT, BUT I'VE SEEN YOUNG PEOPLE LIKE THIS. I CAN SEE THEM RIGHT NOW AS I'M TALKING TO YOU. THEY ARE SHADOWS AND SHELLS OF WHAT CHILDREN SHOULD BE.

-- AT FIRST, THE QUESTION I ALWAYS USED TO ASK MYSELF WAS WHY? WHY DO OUR CHILDREN -- WHO HAVE SO MUCH TO LIVE FOR -- WHY DO THEY USE DRUGS? WHY DO THEY RISK ALL THAT LIFE HAS TO OFFER FOR A MOMENTARY THRILL, A TEMPORARY ESCAPE?

-- WE KNOW MOST OF THE ANSWERS. WE KNOW THAT DRUGS ARE READILY AVAILABLE IN THIS COUNTRY. WE KNOW THAT PEER PRESSURE IS A GREAT INFLUENCE. WE KNOW THAT FOR MANY YEARS DRUGS WERE GLAMORIZED. WE KNOW THAT A LACK OF SELF-ESTEEM LEAVES A VOID THAT DRUGS RUSH TO FILL. I COULD LIST A NUMBER OF OTHER FACTORS THAT CONTRIBUTE TO OUR YOUNG PEOPLE TAKING DRUGS -- ACADEMIC PRESSURES, BOREDOM, NORMAL ADOLESCENT REBELLION AND SO ON.

-- BUT FOR SO MANY YOUNG PEOPLE, THE WHY DOESN'T MATTER ANYMORE. IT'S TOO LATE TO WONDER WHY THEY BECAME ADDICTED. IT'S TOO LATE TO WORRY ABOUT HOW WE WILL COMBAT DRUGS IN THE FUTURE. THESE CHILDREN ARE FIGHTING FOR THEIR EMOTIONAL LIVES AT THIS VERY MINUTE.

-- YOU MAY BE THINKING TO YOURSELF THAT YOU'VE NEVER SEEN THESE CHILDREN, BUT I ASSURE YOU THAT YOU HAVE. YOU JUST WEREN'T AWARE OF THEIR PRESENCE OR THEIR PROBLEM. I DON'T KNOW MY WAY AROUND JACKSONVILLE, BUT I COULD TAKE YOU TO THEM RIGHT NOW. I'D GO TO YOUR SCHOOLS. I'D GO TO YOUR SHOPPING MALLS. I'D GO TO YOUR HOMES.

-- LADIES AND GENTLEMEN, THERE IS A DRUG EPIDEMIC IN THIS COUNTRY, AND JACKSONVILLE IS NOT SPARED ANY MORE THAN ANY OTHER CITY. AND AS MUCH AS I WISH IT WERE POSSIBLE, JACKSONVILLE'S DRUG PROBLEM CANNOT BE SOLVED IN WASHINGTON. IT MUST BE SOLVED HERE.

-- MANY OF YOU ARE LEADERS OF THIS COMMUNITY. THAT MEANS YOU HAVE A SPECIAL RESPONSIBILITY. YOUR OBLIGATION IS TO LEAD. SOME OF YOU ARE ALREADY ACTIVE IN THE FIGHT AGAINST DRUG ABUSE,

AND I THANK YOU AGAIN FOR YOUR GENEROSITY AND EFFORT. SOME OF YOU HAVE NEVER BEEN CALLED UPON TO RESPOND, SO I AM ASKING YOU TODAY. I AM ASKING YOU FOR THE CHILDREN AND FAMILIES OF THIS COMMUNITY. PLEASE GET INVOLVED.

-- I'VE HEARD IT SAID THAT A LEADER IS A DEALER IN HOPE. YOU HERE TODAY CAN GIVE HOPE TO THE YOUNG PEOPLE OF JACKSONVILLE WHO NEED YOUR HELP. YOUR LEADERSHIP CAN GIVE THE CHILDREN OF THIS COMMUNITY A RESEARCH AND TREATMENT CENTER THAT WILL BE KNOWN FOR HOPE.

-- CONGRATULATIONS ON WHAT YOU'VE ALREADY DONE AND MY WARMEST ENCOURAGEMENT ON WHAT YOU HAVE LEFT TO DO.

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THE WHITE HOUSE

WASHINGTON

PGA PSA TAPING

60 seconds

JOHN MAHAFFEY, WINNER OF 1986 TPC TOURNAMENT

"Last year, on this green, a dream came true for me when I won the Tournament Players winning Championship.

"For thousands of youngsters in this country, dreams of becoming champions are derailed by tragic dependence on alcohol or drugs. I'm proud that PGA TOUR players and tournament sponsors, in partnership with Mrs. Reagan, are establishing the Nancy Reagan TPC Village, a drug and alcohol abuse treatment center for adolescents, right here in Jacksonville."

MRS. REAGAN

"As you know, John, drug abuse among America's youth is one of our most critical problems. By establishing the TPC Village, the PGA TOUR is helping to save an entire generation of children from this epidemic.

JOHN MAHAFFEY

"On a site not far from here, the Nancy Reagan TPC Village will give thousands of kids new hope for the future. It will be funded by contributions from PGA TOUR tournaments, players and fans.

"The leading money-winner on the PGA TOUR has always been charity. With the addition of the Nancy Reagan TPC Village, that partnership is stronger than ever."