



Contact: Bill Crabtree
Telephone: (919) 554-6196
Email: bcrabtree@wakeforestnc.gov

FOR IMMEDIATE RELEASE

RETRO BILL COMING TO WAKE FOREST

WAKE FOREST, NC – April 21, 2009 – The Retro Bill Safety and Self-Esteem Show is coming to Heritage Elementary and Wake Forest Elementary on April 23.

Retro Bill is the No. 1 most-requested school assembly presenter in the United States. Educators, parents and students alike say his show is a highly-enjoyable, well-researched presentation covering 20 of the most essential life lessons for children, including safety, self-esteem, and living a drug and violence-free life.

Retro Bill's appearance at Heritage Elementary and Wake Forest Elementary is sponsored by the Wake Forest Police Department's D.A.R.E. program.

Also known as Hollywood actor Bill Russ, Retro Bill is the official "safety buddy" of D.A.R.E. America, a drug and violence prevention program. He travels nationwide performing safety and self-esteem shows, and is a regular on Leeza Gibbons' national radio show, "Leeza at Night."

Wake Forest D.A.R.E. Officer S. Graham is assisting with Retro Bill's visit. He says that sponsoring Retro Bill's appearance is an investment in the future of Wake Forest by the Wake Forest D.A.R.E. program.

"This program will impact students at several grade levels," he said. "We are excited to have Retro Bill in Wake Forest delivering a positive message to our kids."

For more about Retro Bill, visit his web site at www.retrobill.com/ or contact Officer Graham at (919) 441-6883.

###

For more information about the [Town of Wake Forest](http://www.townofwakeforest.com), contact Public Information Officer [Bill Crabtree](mailto:bcrabtree@wakeforestnc.gov) at (919) 554-6196.