

NEWS RELEASE

County of Warren, New Jersey



Addiction Awareness Task Force Logo and Slogan Unveiled

(WHITE TOWNSHIP, NJ, June 27, 2018) – Warren County officials unveiled a new logo and slogan for the Warren County Addiction Awareness Task Force and presented prizes to the two high school students responsible for the winning submissions.

The Warren County Board of Chosen Freeholders presented \$500 to recent Hackettstown High School graduate Gregory Shepherd, who designed the logo selected by task force members, while his alma mater’s art department will receive a \$500 prize as well. Shepherd will be attending William Paterson University this fall, majoring in communications and journalism.

Also, the design submitted by Ryan Cooney, who is a rising senior at Warren Hills Regional High School, included the phrase “Addiction is a Problem. Awareness is a Solution.” Task force members liked it so much they decided to use it as a slogan, and Cooney also was awarded a \$500 prize.

The students were presented with the prizes and certificates of achievement by the freeholders, who praised their efforts while also saluting the task force.



Task Force member Lori Ciesla, Freeholder Jason J. Sarnoski, and Freeholder Director Edward J. Smith look on as Ryan Cooney and Gregory Shepherd unveil the new logo and slogan for the Warren County Addiction Awareness Task Force.

Established last year, the task force has been “working diligently to raises awareness to the addiction issue,” said Freeholder Jason J. Sarnoski, who chairs the group.

Sarnoski said the task force asked the county’s high school students to design a logo that would help raise awareness “so people know there are resources in Warren County where people with addictions can find help.”

A total of 13 designs were submitted, and task force members voted to determine which was most suitable without knowing who designed it or what school the student attended.

Shepherd's winning design depicts two people standing on the words "Warren County Addiction Awareness Task Force," with hands outstretched as if one is about to assist the other's climb.

Meanwhile, the group liked the slogan Cooney included in his design and "thought it was very appropriate for the task force," Sarnoski said.



Pictured at the unveiling are Task Force member Lori Ciesla, Warren County Freeholder Director Edward J. Smith, Gregory Shepherd, who designed the logo, Ryan Cooney, who came up with the slogan, Freeholder Richard D. Gardner, and Freeholder Jason J. Sarnoski, who chairs the task force.

The \$1,500 in prize money was donated by task force co-chairman Douglas Steinhardt, the former mayor of Lopatcong Township, who added \$500 to the initial \$1,000 to be split by the student and school when the group decided it wanted to use the slogan as well as a logo.

"Congratulations to our promotional campaign award recipients," Steinhardt said later. "Their hard work helps give the Task Force and its mission a sense of identity and proves that the fight to end addiction

starts early. We are happy to support the Task Force and its champions," he added.

Freeholder Director Edward J. Smith applauded the efforts of the students and of the task force, while Freeholder Richard D. Gardner said, "Hats off to you young people for stepping up and getting engaged in this process. We need even more young people like you."

