

YOU'RE NOT IMMUNE

It could happen to you...

"Erik Robinson was a larger than life young man who would stop at nothing to achieve his best and be the best. That was the attitude that made so many like him. In an instant that vanished. All because of a game that takes lives within a few minutes. It doesn't matter if you're a straight A student and you want to get dizzy for a minute. Because Erik had straight A's and he didn't realize the dangers of this deadly game. I wish I never had to write this, but someday this could be your friend. You don't know what you have until it's all gone..."

... written by Roman V,
a close friend of Erik



Erik Robinson • 1/27/1998 – 4/21/2010



ERIK'S CAUSE® HELP STOP THE CHOKING GAME

*A non-graphic, skills-based
approach to choking game
prevention education for ages 9-16*

OUR MISSION:

To bring awareness of the deadly "Choking Game" into the national spotlight so parents and children understand its true dangers and lives can be saved. We believe education is the most effective way to combat its rampant popularity. We have developed a non-graphic, skills-based approach to choking game prevention education and encourage all schools to incorporate it into their curriculum.

*Dedicated to the memory of Erik Robinson
and all the victims of the "Choking Game"*

ERIK'S CAUSE® All Rights Reserved

Erik's Cause, Inc. is a 501(c)(3) Public Charity
All Donations are Tax Deductible

Judy Rogg, Director
erikscause@gmail.com

Adhere Avery label #8160 with your
local contact information here

Pepsi Refresh Grant Recipient

www.erikscause.org

ATTENTION KIDS:

Kids like Erik are dying
every week

There is HOPE...

HELP STOP THE CHOKING GAME



It Goes By
Many Names,
Including...

- **Fainting Game**
- **Rising Sun**
- **TAP OUT**
- **Gasp**
- **HANGMAN**
- *California Knock-Out*
- **Pass Out**
- **Black Out**
- *Funky Chicken*
- **ELEVATOR**
- **Airplaning**
- **FLATLINER**
- *Space Monkey*
- *American Dream*
- **Suffocation Roulette**
- **Space Cowboy**

IT'S NOT A GAME!

It kills faster than drugs! It's never safe!

It is cutting off blood flow and oxygen to the brain.

WHY IS IT A PROBLEM?

The brain controls how we think, move and feel. Without enough oxygen, these functions shut down. Because of lack of oxygen you don't know when you may faint or worse –

YOU COULD DIE!

It's a Gamble with Your Life...

Since you can't SEE the brain function, you can't KNOW when the damage happens.

WHO IS DOING THIS?

**Kids of all races and religions,
mostly between 9 – 16 years old...**

Kids just like you.

HOW CAN I SAY "NO"? WHAT CAN I DO?

- **USE HUMOR:**
"Nope, I need all my brain cells "
 - **WALK AWAY:**
Leave if you're asked to do it
 - **GIVE A REASON:**
"It's stupid and can kill you"
 - **AVOID THE SITUATION:**
Hang out with different kids
 - **CHANGE THE SUBJECT:**
Talk about something else
- If you're doing it, **STOP NOW!**
 - If you can't stop, **ASK FOR HELP!**
 - If you know someone who is doing it, **TELL THEM TO STOP**
 - **ASK ANY RESPONSIBLE ADULT FOR HELP**

DID YOU KNOW?

- 75% of teens are aware of this activity
- 40% of teens think this is safe. But it's NOT!

Without blood and oxygen:

- Within 3 minutes brain damage starts
- Between 4 and 5 minutes the body begins to shut down

10 MINUTES CAN BE TOO LATE!

This activity can kill you the very first time!

INJURIES INCLUDE:

- **Skull Fractures**
- **Bleeding In The Brain**
- **Coma**
- **Seizures**
- **Stroke**
- **Broken Bones**
- **Loss Of Consciousness**
- **Permanent Brain Damage**
- **Death**

**Even smart, strong kids can make
dumb choices with deadly consequences...**

**Some kids – like Erik – tried it only once.
They didn't know they were gambling
with their lives ...**



TELLING IS NOT TATTLING.

IT'S BETTER TO HAVE YOUR FRIEND MAD AT YOU THAN HAVE YOUR FRIEND DIE

SAVE LIVES – SPREAD THE WORD!