



Mariah's Messenger

The newsletter from the Mariah Daye McCarthy Scholarship Foundation

Vol. 6 Fall 2016

NEARING A DECADE OF SAVING LIVES

Mariah's Challenge approaching the ten year mark

In November of 2007, when Leo McCarthy took the podium at his daughter's funeral, he was speaking to his friends, his family, and his loved ones. Struggling to find the right words through unimaginable grief, he pled with those in the room to change the culture of drinking in Butte, Montana. Then, he turned to Mariah's friends, including two of her best friends still in wheelchairs from the very same accident that took Mariah's life. Leo issued a challenge to those young people to be the first generation of Butte youth not to drink underage. If they committed themselves to this challenge through high school-to Mariah's Challenge-they would be rewarded with a scholarship. What Leo hadn't realized from that podium, Mariah's friends were listening, along with the entire community.

The start of a movement to end the tolerance and apathy of underage drinking, driving under the influence, and alcohol abuse had begun. October 28, 2016 marked the ninth anniversary of Mariah's death.

The Challenge has made an impact on the culture that Mariah called home.

Mariah's Challenge has given more than \$300,000 in the form of 300 scholarships to area high school seniors who have accepted Mariah's Challenge and stuck to it – not to drink and not to get in a car with someone who has been drinking. And if you're an adult in this community, there continues to be reasons – and ways – to get involved. First, simply accept Mariah's Challenge and make a commitment to never drink and drive and be a responsible role model for our children. Do everything you can to keep alcohol out of the



hands of children. Support Mariah's Challenge financially so the good work of this organization can continue.

Nearly a decade after a tragedy that opened a community's eyes, Mariah's Challenge continues to be a key to a better future for so many of us, young and old.



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SCHOLARSHIP CLASS OF 2016

Students to receive \$28,000 in scholarships

The Mariah's Challenge scholarship class of 2016 consisted of twenty-eight area students who each received a \$1,000 scholarship for accepting and fulfilling the Mariah's Challenge promise. The annual ceremony serves as the crowning achievement for students who pledged to avoid drinking alcohol and getting in a car with someone under the influence throughout their middle school and high school careers.

Montana Governor and keynote speaker at the ceremony, Steve Bullock, personally congratulated the 2016 Mariah's Challenge Scholarship recipients.

The governor spoke about how the tragedy forced Montana to address the problem of drinking and driving.

"In the wake of what is an unimaginable tragedy, folks in this community came together," said Gov. Bullock. "They said 'This has to stop. That as Montanans we can no longer accept that we lose some of our best and our brightest through mistakes brought on by alcohol.'"

The ceremony was emceed by Paul Panisco and included speakers from the Mariah's



Challenge organization, Jon Wick, Jimm Kilmer, and Leo McCarthy. Mike Thatcher, of CCCS Inc., was honored with the Mariah's Messenger Award, an award presented to an outstanding individual in recognition of their tireless effort to further the mission of Mariah's Challenge to end underage drinking and driving under the influence in Butte, Montana.

Each message emphasized the importance of the accomplishment of abstaining from drugs and alcohol at such an influential time of life. Scholarship recipients were praised for the commitment to leadership and were challenged to continue their good habits amidst a challenging world.

To date, Mariah's Challenge has provided \$301,000 in scholarships.

The Mariah's Challenge Class of 2016 scholarship recipients include Cody Baszler, Ashley Benner (Whitehall H.S.), Jacob Bentley, Nolan Boyle, Abigail Burke, Josh Colvin, Joshua Cox, Quinn Cunneen, Megan Dupuis, Robert Dwyer, Tracie Farabee, Kaleb Ferriter, Kevin Foley, Sean Foley, Kyle Harrington, Kyle Komm, Conor Larson, Braden Loyola, Bailey Luoma, Katlyn Norton, Hannah Renouard, Joseph Riordan, Shelby Shourds (Frenchtown H.S.), Lindsey Skeel, Shalia Tadday, Kali Taylor, and Taylor Vercella.



MontanaTech



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-Gov. Steve Bullock, addressing the 2016 Scholarship Class



MARIAH'S CHALLENGE WORTH CELEBRATING NINE YEARS LATER

Previously published on Oct. 25, 2016 on ButteSports.com by Bill Foley

Friday marks the ninth anniversary of the Red Sox completing a four-game sweep of the Colorado Rockies in the World Series.

It also marks nine years since I quit drinking alcohol, and that is an even bigger deal than any Red Sox victory except 2004.

However, I will not be celebrating either anniversary this week.

There is just no way to see any good in the date Oct. 28, 2007.

That was the day my good buddy Leo McCarthy lost his daughter, Mariah, to an underage drunk driver.

Mariah was only 14 years old when she was run over while walking with friends on a trail alongside Blacktail Lane, not far from her house. Mariah died, while her two friends survived with scars that will last a lifetime.

In the hours after the tragedy, I hugged my oldest daughter, then 4, and repeatedly told her I loved her to the point that she squirmed out of my arms and told me to leave her alone.

A few days later, while ironically sitting at the Deluxe Bar, I decided to stop drinking forever.

At lunch at the Deluxe (which also

had a restaurant) one afternoon, my little girl looked at a Bud Light poster on the way and said, "Ewe, beer is gross."

"It sure is," I said. "I don't want you to ever drink that stuff."

"I don't want you to drink it, either," she said.

I smiled and said, "It's a deal."

I haven't touched a drop of beer or any other alcoholic beverage since, and I never will again. That was an easy deal to make because my desire

Story continues on Pg. 4

PENNIES FOR MARIAH

Extra change makes a big difference

The Pennies for Mariah program places change jars at organizations or businesses for patrons to place their extra change for donation to the scholarship fund.

This program is a simple way to make a big difference. Since it's beginning, Pennies for Mariah has

contributed over 1 Million pennies. Current locations are Three Bears Alaska, Park & Main Cafe, 5518 Designs, and Silverbow Pizza.

Mariah's Challenge is always seeking willing businesses to participate in this program. For more information about how your business can become a Pennies for Mariah site, please contact us at info@mariahschallenge.com.



PURCHASING POWER

Amazon Smile donates per purchase

Mariah's Challenge is an official registered charity on AmazonSmile. AmazonSmile is the charitable arm of Amazon.com and donates a percentage of your purchases directly to the charity of your choice at no cost to you.

To do so, go to www.smile.amazon.com - it's the same experience and products as the regular Amazon - to search and select the Mariah Daye McCarthy Scholarship Foundation as your

charity of choice. Once that is established, bookmark Smile. Amazon.com and shop as you would on its sister-site. Be sure you're making purchases on Amazon Smile to make the beneficial and automatic donation directly to Mariah's Challenge.

Now you can get what you want... and feel good about it too!



LICENSE PLATES

If you live anywhere in Montana, you can still support us with a Mariah's Challenge licence plate. Funds go directly to scholarships and the development of our educational materials! Ask about these plates or visit: <https://doj.mt.gov/driving/plate-designs-and-fees/>

'Worth Celebrating' from Pg. 2

to ever touch the bottle slipped away when I learned of the tragedy.

It's hard to say why. Maybe it was because I had a few drinks after work that night, and I, too, drove home when I should have called for a ride. I kind of saw myself terrifyingly on both sides of that tragedy, and I knew I needed to step up and make a change.

Sure, I never felt that I had a drinking problem, even though I ran into a great many of problems when I drank. Repeatedly making an idiot out of myself while drunk was definitely a sign that I really did have a problem.

So I was somehow justifying that fact that I sometimes drove drunk.

When I drank, though, I didn't have an "off switch." One beer was too many, and 24 was not enough, and that led to some bad decisions.

As I sat in St. Ann's church for Mariah's funeral a few days after the tragedy and listened to Leo's powerful words as he eulogized his little girl, I knew those days were over for good. They had to be.

With the death of young Mariah came the birth of Mariah's Challenge.

Leo put his money and dedication behind his words at the funeral. He promised scholarship dollars for Mariah's friends if they, intern, promised not to drink while underage or drink and drive.

At least Leo thought he was just making that promise to the grieving friends of his daughter. As it turns out, a whole lot more people, young and old, were listening.

Mariah's Challenge spread like a wildfire, and since that day the Mariah Daye McCarthy Scholarship has given out more than \$300,000 to area students who live by the ideals of the Challenge.

Mariah's Challenge has celebrated and empowered the students who have the courage to stand up and say no. It has helped lessen the stigma that goes with it, at least by a little bit.

Of course, when you have student-athletes and role models like Kyle Harrington, Josh Panasuk and Quinn Peoples, just to name a few, standing up and publicly accepting the Challenge, it certainly helps that cause.

People of all ages have stood up and done the same.

The organization has held three 5 kilometer races and two half marathons, allowing runners to log miles for the cause, and the shorter races had a tremendous amount of support.

The Miles for Mariah team also sent teams to the New York City Marathon and the Chicago Marathon. I was fortunate enough to run in New York on Nov. 1, 2009 — two years to the day after Leo's speech at the funeral — and that experience is one that will likely never be rivaled.

I felt like I was flying as so many in the crowded streets of the Big Apple saw my team shirt and cheered for Mariah. I can still hear those cheers today.

If you've never run for Mariah's Challenge — or any worthy cause — you are truly missing out. There is nothing more rewarding than giving all you have for something powerful enough to change and save lives.

One of those lives saved might have been your own.

The unfortunate downside to a movement like Mariah's Challenge is that statistics can only show the losses in the fight. The lives saved cannot be counted.

Well, here's a statistic that you can count on the positive side: my baby girl Maizee. She was born a couple of months after I ran in New York.

There is no way I would have been married long enough for her to join the party if it wasn't for the strength, courage and leadership of my pal Leo. I was heading toward being a divorced father of two. Instead, I am a still-married father of three.

So Maizee goes as a notch in the win column. So does the rest of my family because it might not exist if I didn't make that change.

Alcohol was slowly making my life slip away. The tragedy opened my eyes, and I am only one of many.

The anniversary of Mariah's death is again upon us. Again the day will be marked with the Light Up Mariah campaign. People are asked to leave their porch lights on as a peaceful remembrance of Mariah and to honor others who died before their time.

Oct. 28, 2007 was one of the darkest days in the Mining City.

It is a date that will live in infamy and a date we must never forget, even if we could. That date should forever serve as a reminder of the dangers of drinking and driving and underage drinking.

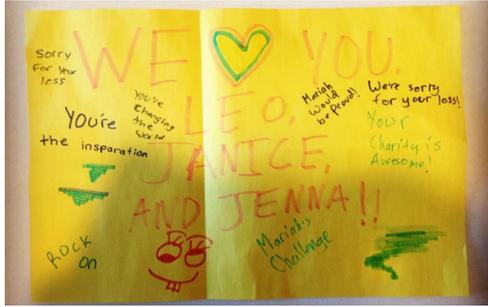
It should also forever remain a reminder of how the community rose from the ashes.

We moved on with determination and with purpose. We moved forward stronger and smarter than before.

That right there is real reason to celebrate.



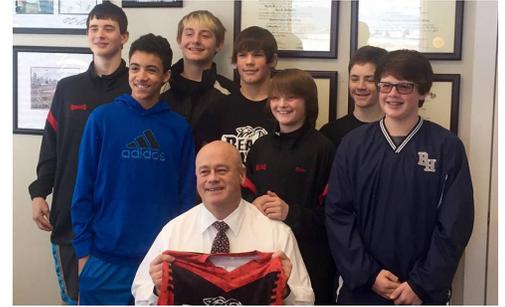
OUR COMMUNITY IS OUR STRENGTH



Each year, we Skype with Mr. O'Connor's 5th grade class at Seven Bridges Middle School in Chappaquah, NY. Big thanks to Mr. O'Connor and all of the outstanding students



We love Mariah's alma mater, Butte's East Middle School! Thank you for helping us continue to remember and honor Mariah! This picture was taken recently at the Mariah's Mile, the culminating activity to the EMS Character Education Week!



Thank you to coach Joe Parchen and all of the players of the Butte Beasts for wearing our Mariah's Challenge logo on their uniforms.



Shout out to the Magic Softball team for rocking our angel on their jerseys at the Mariah's Challenge Softball Tournament.



Thank you to the Montana Tech Orediggers athletic department for helping spread our message to never drink and drive - get home safe from every game, event, or gathering every time!



Huge thanks to Bill Dunmire for organizing the Helena Blue Thunder Softball Tournament and raising \$3,500 for the scholarship fund. You're a class act, Bill. We're thankful for your support and hard work.



Thank you Mr. Driscoll, staff, and T.I.P. students for continuing to be leaders- we are proud of every single one of you. [photo by Kathy Foley at the 2016 Education Fair, Butte Plaza Mall]



On Saturday, June 4, the Jefferson High School Mariah's Challenge chapter in Boulder, MT had their first annual 5K & 1 Mile races. We're looking forward to seeing this event grow to raise more funds for Mariah's Challenge scholarships in that school.



Big thanks to Mr. Bill Yeagle for making these incredible Mariah's Challenge shelves out of horse shoes! You're the man, Bill!



Butte Police officers Chris Snyder and Ryan Hardy dropping off a \$6,600 donation from the 2nd annual Guns and Hoses Basketball Game.

October 14th-October 31st
50% of all Hyalife's proceeds will be donated to Mariah's Challenge.



Our fantastic partnering business, Hyalife clothing created apparel specific for Mariah's Challenge and donated 50% of all proceeds during the month of October.



Huge thanks to Butte's Mile High Chrysler Jeep Dodge dealership for making a donation for every car sold this past summer and paying for the first year of Mariah's Challenge license plates.



"This challenge is very important because it motivates kids to think before they do bad things"

~Jake Bentley,
2016 recipient



"Mariah's Challenge reaffirmed how not only yourself, but others are negatively affected when you decide to drink or use drugs."

~Kyle Harrington,
2016 recipient



"Mariah's Challenge has changed my life by inspiring me to lead a better lifestyle... to be a role model for my younger sister and her friends."

~Abby Burke,
2016 recipient



Leo and the rest of the Mariah's Challenge crew criss-cross the state and country presenting Mariah's story to schools, businesses, and civic groups to spread awareness of underage drinking and to raise scholarship funds. Presentations are catered to each audience, occur in-person or on Skype, and include a promotional package.

Interested? Please contact info@mariahschallenge.com or visit www.mariahschallenge.com.

Mariah's CHALLENGE ten dollar DIFFERENCE

We have recently upgraded our online donation platform on mariahschallenge.com to the safe, more convenient PayPal service. A one-time or monthly recurring donation as little as \$10 goes a long way to helping our young leaders continue their education! Head to our website to get started!

**WE'D LOVE
TO HEAR
FROM YOU!**

Do you have a great Mariah's Challenge related story, event, or news you'd like to share? We'd love to hear it! Send your experience to info@mariahschallenge.com and your story could end up in the next edition of Mariah's Messenger!



Want to receive Mariah's Messenger? Sign-up by accepting the challenge at mariahschallenge.com.

ANNUAL MC HALF MARATHON AND 5K

122 athletes participate in the annual fundraiser

Butte runners Don Foley and Rebecca Smith took the overall titles in the half marathon race at the Mariah's Challenge Half Marathon and 5K Sunday, September 18, in Butte.

Foley finished the 13.1-mile course 1:29:18. Smith was the fastest female, finishing in 1:42:40.

In the 5-kilometer (3.1 miles) race, Anaconda's Lisa Choquette (19:56) and Butte's Max Kluck (23:06) claimed the overall titles.

In all, 122 runners and walkers fought the cool, windy conditions to compete in the 5K, while twenty runners finished the half marathon.

Jenna McCarthy, event organizer and Mariah's sister, said the annual event raises about \$5,000 for the scholarship foundation.

Full results can be found on www.mariahschallenge.com



Clockwise from top left: Keagan Gransbery leads a pack of Half-Marathoners, Jill Benson poses for the camera as she passes Mariah's cross on the Half Marathon course, Kohlter Pennell and Ryker Lyndes enjoying their 5K race, overall winners Don Foley and Rebecca Smith

We ask you to consider helping Mariah's Challenge reach our annual fundraising goal of \$100,000 by using this envelope or by visiting our safe, secure donation platform at www.mariahschallenge.com.

All money provided goes directly into the the Mariah Daye McCarthy Scholarship Foundation.

Our organization would not exist or grow if there were no supporters to spread the message. Mariah's Challenge is grateful to our followers and sponsors for not only supporting our mission financially and sharing our mission far and wide, but for living our mission. Thank you to everyone in the Mariah's Challenge community for the nonstop support. If it were not for these loyal people and business sponsors, we could not continue on our mission to eliminate drunk driving and underage drinking. Together we have created a unified force no longer accepting of a drunken driving culture. Although it may seem like we still have a long road to travel, look at how far we have come, and be proud.

OUR COMMUNITY IS OUR STRENGTH



Thanks to the McKinney North Stars Hockey Club in Texas and coach Keith McAlpine for sporting the Mariah's Challenge logo on the team jerseys. Thank you, North Stars!



Huge thanks to the Junior Police Academy for having us this year. Always great meeting our future leaders!



Missoula's ReStyle donated \$4,604 to Big Brothers Big Sisters of Missoula & \$500 to Mariah's Challenge. These donation sales have generated \$20,000 for our communities over the past 2 years.



Shannon and Dakota from the Butte Enterprise Rent a Car and area Manager Brett. They donated \$1500 to Mariah's Challenge. Also huge thanks to Luke Connors!



During the Greater Yellowstone Adventure Series, MC board member Gina Evans volunteered her trailer to transport athletes and bikes during the duathlon.



A huge thank you to Travis Hettick for organizing the 5th annual Mariah's Challenge Golf Tournament. Over 100 golfers came out to enjoy a day on the course and support the Mariah Daye McCarthy Scholarship Foundation!

