

Editorial**Voting is important for country's future**

Voting in America is a right that is not expressed enough. With a war in the Middle East, record high prices for oil, and a Presidential election within the next 14 months, young people, especially, do not turn out to vote. To ensure a successful future for generations to come, young people need to get out and participate.

The talk of a recession in recent media is yet another aspect that presidential candidates will be conferring about. This economic glitch, if it does arise, would affect everyone, including those at Martinsville High School. The policy put in place to geko recessiob woes would be partly prescribed by the President. The finances of each person in the nation would be influenced by him. This is just one of the immeasurable examples of how young people are affected directly by the President. If one wants the best for their money, family, and nation, they will vote. Each vote does count, no matter how cliché the saying may be.

Hopefully every eligible student that can vote in the Presidential election will choose to do so. There will be many changes in the nation in the next decade and voting from all ages will be very important. Voting at the local level is a great place to start.

New ultimate energy drink, Cocaine, makes it to the local market

BY JORDAN JAMES

Almost everyone knows what cocaine is, but has everyone heard about the energy drink called "Cocaine?" Redux Beverages in Las Vegas is now offering what it calls a "legal alternative" to the illegal drug in the form of an energy drink.

The 8.4 fluid ounce energy booster doesn't have actual cocaine in it, but it does contain 280 milligrams of caffeine. According to the company's website, the only way to get more caffeine per ounce is with an espresso. I believe that's a little too much. Jamey Kirby, the drink's inventor, says that the name for the drink "Cocaine" came to her during a brainstorming session at 1 o'clock in the morning.

But why such a harsh name? "It's an energy drink, and it's a fun name," said Kirby in press releases. "As soon as people look at the can, they smile."

Kirby said Redux wanted to make a beverage that would send a sensation to the mouth. She describes Cocaine, as a "fruity, atomic fireball" drink. The beverage is marketed to give a person a "high" joined with a tingly feeling within five minutes of drinking it. That original boost is followed 15 minutes later by an energy buzz that will last five to six hours, according to the company.

What is it that everyone likes about energy drinks? Junior Robbie Miller said. "I've never heard of the energy drink Cocaine, but I would like to try it. Monster is my favorite, I really like it because it seems to give me the most energy, and the main reason is just because it tastes good."

Energy drinks are really popular at Martinsville High School. I think some of the most popular ones are Monster, Red Bull, and Rockstar. Kirby claims that Cocaine contains 350% more caffeine than Red Bull, but that people do not experience the "sugar crash" or jitters that he says some of the other energy drinks can result in. I have never bought an energy drink and really have no desire to. I have tried a few, but I just don't really like the taste of any of them.

Letter to the Editor

Dear Artesian Herald Staff,

I would like to begin by thanking you for taking the time to write the school's newspaper and for reading my letter. I'm writing to you to tell all of you how grateful I am that you've published such an open-minded article as the gay-marriage article on page 9 of Vol. 87 No. 2, 10/17/07. I must state that I agree whole heartedly with the content, and I believe that it is important to discuss controversial topics such as this one, especially in school. Issues like this teach students to consider other points of view, and I think that was something that needed to be done, particularly with this topic. I'm glad that MHS has a news staff that will take a less-than-popular view on an important issue, rather than ignoring the topic or taking the majority view. We all should be proud. Thank you again for your open-mindedness.

Sincerely,

Catherine Wells, MHS Senior

So what is the hush-hush formula that makes this drink so unique? Kirby said that the "throat numbing" ingredient is added to the drink to imitate its namesake, but for some reason he will not drop the identity of that add-in. He believes it's confidential. Which I think would make people doubt that this drink, in any way, is helpful to your body. At first Kirby believed he was getting an exceptional response, crediting the can's simple design and product promotion for the drink's early success among consumers

from high school kids to 30-year-olds.

On May 5, 2007, Cocaine was supposedly pulled from U.S shelves as a result of the FDA's decision that Cocaine was "illegally marketing their drink as an alternative to street drugs." Redux beverages began working on a new name for the product immediately. At the end of May 2007, the Redux team decided to change the name to "No Name" energy drink, with the new can label featuring a large blank space for fans to write their chosen name for the drink.

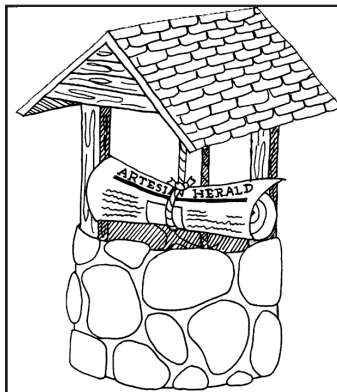
On June 17, 2007, the drink was redistributed in the U.S under the new labeling. Although Cocaine was restricted from many states, the drink is still widely available in Pittsburgh. Kirby said she didn't know that the

product was still being sold as Cocaine Energy Drink in Pittsburgh, because the company obviously doesn't have direct contact with individual retailers. Ninety percent of distributors participated in the recall, she said.

Cocaine was one of the 500 energy drinks that were introduced last year, and it's the only one that made it. I believe it's because the name. I don't really support the name, but I think it was a really good marketing idea. It's targeting people our age and it's definitely working. If you're interested in buying the drink, or just reading more about it you can check out the myspace website, www.myspace.com/drinkcocaine.



Photo courtesy of www.cbsnews.com
The energy drink "Cocaine" is popping up in stores around the nation.

**Staff Policy**

Content of the *Artesian Herald* is the responsibility of the editorial board and the adviser. The *Artesian Herald* is circulated approximately every three weeks during the school year by the newspaper staff and is printed by the Hoosier Times, Inc. Publications are paid for by the sale of advertising space and student subscription fees.

Letters to the editor

The *Artesian Herald* highly encourages letters to the editor from students, parents, and faculty. The editorial board reserves the right to edit or to not publish any letter received. All letters must be signed, but a request to withhold a name from publication will be respected. Letters to the editor should be sent to the high school in care of the *Artesian Herald* or delivered to room 301A or emailed to the *Artesian Herald* at news@msdmail.net.

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