



ABC

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NORTH CAROLINA

Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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NC ABC COMMISSION ANNOUNCES MIDDLE SCHOOL POSTER CONTEST *Entries Accepted Through Feb. 29*

RALEIGH – The North Carolina Alcoholic Beverage Commission has launched a poster contest for North Carolina middle school students to boost awareness and reinforce an underage drinking prevention message.

The contest, with the theme of "Most Don't and I Won't," focuses on the fact that 70 percent of middle school students report never having tried alcohol.

"We know that peer education and empowerment works when it comes to substance abuse education and prevention," said Kristin Milam, Education and Training Director of the NC ABC Commission. "So we wanted to take a positive message – the fact that the majority of kids aren't drinking alcohol – and let students use their own creativity to bring education and prevention messages to their friends, classmates and community."

The contest is open to all sixth through eighth graders in North Carolina's public and private schools as well as sixth, seventh and eighth grade student who are home-schooled.

Prizes provided by independent grant funds will be awarded to the top three winners selected by a committee at the state ABC Commission. Winners will be announced in early April, which is Alcohol Awareness Month. Winning entries will be posted online and may be reprinted for distribution to schools or other educational outreach.

Additional details and the entry form for the "Most Don't and I Won't" poster contest are available at the Commission's educational website, www.ACTnowNC.org. The NC ABC Commission's mission includes raising awareness about the public health issues of alcohol misuse, including underage drinking, binge drinking and the challenges of alcohol use and abuse for older adults.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 19 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. The commission oversees more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state. <http://abc.nc.gov>.

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