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100 Cook Street P.O. Box 396 Springfield, Illinois 62705 TEL 217-528-4371 FAX 217-528-4376
abdi@abdi.org www.abdi.org



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Local Contact: **Your Name**
Name of Your Distributorship
Phone Number
Email address

Contact: Jessica Brady
Morreale Public Affairs Group
773-867-8564
Jessica@morrealepag.com

Beer Distributors and Principals Partner to Curb Underage Drinking

School Year Renews Effort to Educate Students

(SPRINGFIELD-Sept. 13, 2007) The Associated Beer Distributors of Illinois (ABDI) is going back to school in a continued effort to educate teens about the risks of underage drinking, making sure the issue remains at the top of the class in the new school year.

Partnering with the Illinois Principals Association, ABDI is targeting students and parents throughout the state as part of its successful *Talking to Teens About Drinking* program.

“This is a great way for us to positively impact the families in our communities,” says (**Your Name**) of (**distributorships name**) in (**Your City**) and ABDI member. “We take pride in the unique way parents and teachers use the program as an effective tool for educating students on the risks of drinking underage.”

ABDI members throughout the state actively promote the *Talking to Teens* program at the beginning of each school year by circulating informational booklets to their local schools. Elements of the popular program, now entering its fourth year, are often incorporated into school orientations and parent-teacher conferences.

“Curbing underage drinking has always been an important priority to our members,” says Bill Olson, president of ABDI. “A recent decrease in teen alcohol consumption has further encouraged ABDI to remain committed to this popular program.”

According to the government-funded 2006 Monitoring the Future Study, the percentage of high-school seniors who reported having a drink in the last 30 days is at the lowest level since tracking began in 1975, 9 percent lower in 2006 than in 2000 and down 35 percent since 1982. In addition, teen drunk-driving fatalities are down 67 percent since 1982, according to the U.S. Department of Transportation.

“Educating parents and students about the risks involved with underage drinking is the best way to address this serious issue,” IPA Executive Director Jason Leahy says of the program, which is entering its fourth year. “By partnering with the beer distributors, educators in this state are approaching the topic head on.”

The *Talking to Teens* booklet, to be circulated in over 220 Illinois high schools this fall, is a popular resource for parents and teens, and has been praised by teachers, prevention specialists and law enforcement officials statewide. English and Spanish versions of the pamphlet are available on ABDI's website, or by contacting the association directly. You can visit www.abdi.org for more information.

The Associated Beer Distributors of Illinois is a not for profit business trade association which represents local distributors who provide customized inventory management for all retailers to ensure products are delivered fresh and efficiently to restaurants, stores and bars. ABDI members operate under a regulated system, licensed by the State of Illinois, to ensure that beer is sold only to licensed retailers who in turn are responsible for selling alcohol to adults of legal drinking age.

The Illinois Principals Association is a 4300 member professional organization representing elementary, middle and secondary school principals, assistant principals and deans throughout Illinois. The mission of the Illinois Principals Association is to advocate for the advancement of learning through effective educational leadership.

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