**Sample Media Release Template: *Let’s Draw the Line* Events**

**Contact:**

**Adults can draw the line between youth and alcohol**

(City) The (coalition or group name) will (describe your project or event) on (date and time) to support youth in making healthy choices and avoiding alcohol use. Participants will (describe event details) at (location) to (describe your project’s goal or purpose).

This (event/project) is part of a statewide campaign to engage adults and youth in taking action to reduce underage drinking. The campaign *(*[www.LetsDrawtheLine.org](http://www.LetsDrawtheLine.org)) is sponsored by the [Washington State Coalition to Reduce Underage Drinking](http://www.starttalkingnow.org/stateefforts/ruad.shtml).

The (coalition name) is supporting ongoing statewide efforts to reduce underage drinking in Washington. In 2010 [outdoor advertising restrictions](http://www.liq.wa.gov/pressreleases/liquor-control-board-adopts-alcohol-advertising-restrictions) went into effect statewide to reduce the amount of alcohol advertising youth see on neighborhood stores and near schools. Over the last five years, the number of alcohol ads seen by youth ages 12-20 has increased 41%, according to the Center for Alcohol Marketing and Youth. A [2006 study](http://www.camy.org/factsheets/sheets/Alcohol_Advertising_and_Youth.html) found that the more alcohol ads young people see, the more likely they are to drink.

“Underage drinking is a major health concern in Washington”, said (coalition spokesperson). “The good news is that our collective work in educating parents about the ways alcohol can harm teens, reducing youth exposure to alcohol ads, and reducing youth access to alcohol is paying off,” said (spokesperson).

Although alcohol is the primary drug of abuse among youth, the [2012 Washington State Healthy Youth Survey](http://www.askhys.net) showed that 11,000 fewer students are using alcohol compared to 2010. Since 2008, about 20,000 more youth in 8th, 10th, and 12th grade report that their parents talked to them about not drinking alcohol.

“We’re drawing the line because alcohol is especially harmful to the still-developing teen brain” said (spokesperson). “Teens who drink are more likely to experience school failure, assaults, unprotected sex, alcohol poisoning and car crashes. “They are also more likely to develop alcohol problems, compared to those who wait until they are 21 to drink.”

“We want parents and other adults in our community to place a high priority on keeping alcohol away from teens,” just as our state lawmakers have done, said (spokesperson).

Providing alcohol to minors is a gross misdemeanor, with a potential penalty of $5,000 and a year in jail ([RCW 66.44.270](http://apps.leg.wa.gov/RCW/default.aspx?cite=66.44.270)).

(Insert information here about your coalition/group).