

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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## Underage Drinking Prevention- Priority Statewide Initiative

(Atlanta, GA) – Several youth serving non-profit organizations joined together in Region 3 (Clayton, DeKalb, Fulton, Gwinnett, Newton and Rockdale Counties) to increase media coverage and awareness around issues related to underage drinking. April is Alcohol Awareness month. It is also a time when prom activities are often associated with the use of alcohol by teens. This presents an impactful opportunity for the media to highlight this statewide initiative.

Harris Blackwood, Director of the Governor’s Office of Highway Safety, said “Alcohol continues to be a problem because it’s so easily accessible.” According to Governor Deal, alcohol “[c]hanges their [youth] futures, and we don’t want that to happen.”

The state has selected to focus on underage drinking initiatives due to the associated consequences. Underage drinking presents serious personal, social, and economic liabilities. Alcohol is the most widely abused substance among youth in the US and in Georgia; most youth between the ages of 9 and 20 use alcohol more than tobacco or any other substance (Georgia Strategic Prevention System).

This is a call to action! Awareness campaigns create impact and build capacity. Airtime dedicated to the organizations listed in this press release, highlighting their public service announcements, informative interviews and/or program highlights are some ways in which your medium can assist!

**Beyond the Bell Inc.**  
[www.beyondthebellkids.org](http://www.beyondthebellkids.org)

**CEPTA Inc.**  
[www.cetpa.org](http://www.cetpa.org)

**The Council on Alcohol and Drugs Inc.**  
[www.livedrugfree.org](http://www.livedrugfree.org)

**CPACS Inc.**  
[www.gatecoalition.org](http://www.gatecoalition.org)

**Decatur Prevention Initiative**  
[www.noneunder21.org](http://www.noneunder21.org)

**GUIDE, Inc.**  
[www.guideinc.org](http://www.guideinc.org)

**Hearts for Families**  
[www.heartsforfamilies.org](http://www.heartsforfamilies.org)

**Learn to Grow Inc.**  
[www.learntogrow.org](http://www.learntogrow.org)

**Street Smart Youth Project Inc.**  
[www.streetsmartyouthproject.org](http://www.streetsmartyouthproject.org)