



## **News for Immediate Release**

**Sept. 20, 2013**

### **Pennsylvania Liquor Control Board Invites K-12 Students to Enter Annual Alcohol Awareness Poster Contest**

**Harrisburg** – In an effort to continue the dialogue about the dangers of underage drinking, the Pennsylvania Liquor Control Board is encouraging students from across the commonwealth to participate in the 22nd annual Alcohol Awareness Poster Contest.

“According to *The Journal of Adolescent Health*, about one-third of eight-year-olds in the United States have already tried alcohol; by 12 years of age, that number doubles,” said Joseph E. Brion, PLCB chairman. “The poster contest gives parents and educators a chance to discuss the impact of underage alcohol use in an age-appropriate way.”

A panel of judges will select approximately 50 entries to be recognized at a ceremony in the state Capitol during Alcohol Awareness Week in April. The artists responsible for the top designs will receive a \$100 prize and their posters will be reproduced into posters, coloring pages and/or bookmarks. Thirteen grade winners will receive a \$50 prize.

“Since the contest began in 1992, we’ve had nearly 29,000 entries,” said Robert S. Marcus, PLCB board member. “A common theme in the artwork is the many healthy alternatives to underage drinking available to young people. We believe it’s a message worth promoting and sharing.”

Entries must be received by Nov. 13, 2013 and the winners will be announced in early 2014.

For contest guidelines, visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us), click on alcohol education.

Questions about the contest should be directed to the Pennsylvania Liquor Control Board at 717-772-1432, or by e-mail to [RA-LBEducation@pa.gov](mailto:RA-LBEducation@pa.gov).

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