



FOR IMMEDIATE RELEASE
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Deadline for Entering Pennsylvania Liquor Control Board Alcohol Awareness Poster Contest Approaching

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) is reminding students in kindergarten through 12th grade that the deadline for entering the 24th annual Alcohol Awareness Poster Contest is just over a week away.

Entries for the contest, which encourages young people to spread the word about the dangers of underage drinking, must be postmarked by Friday, Nov. 20.

“A Pennsylvania Liquor Control Board report released earlier this year showed that nearly 75 percent of high school seniors report having used alcohol in their lifetime, but less than half of students whose families have clear rules about the use of alcohol have consumed alcohol. The Alcohol Awareness Poster Contest is a great way for students and their parents or guardians to begin or continue important discussions about alcohol, responsibility and consequences,” said PLCB Chairman Tim Holden. “Underage drinking remains a serious problem that must be addressed head-on.”

A panel of judges will select approximately 50 poster contest entries to be recognized at a ceremony in Harrisburg during Alcohol Awareness Month in April. The artists responsible for the top designs will each receive a \$100 prize, and their artwork will be reproduced into posters, coloring pages, bookmarks or other printed material. A \$50 prize will be awarded to one student from each grade level whose design is selected as the winner for that grade.

“Young people have an incredible amount of creativity, and over the years I’ve seen powerful, inspirational and poignant messages conveyed in this poster contest. It really is amazing what young people create and submit,” said Board Member Joseph E. “Skip” Brion. “Recently, we’ve seen an increase in computer-generated graphics, but students are still allowed to use crayons, markers, paints, pencils, charcoal or whatever media they prefer, as long as it can be reproduced through printing.”

“Students tend to respond to their peers, so the Alcohol Awareness Poster Contest helps the PLCB reach children, teens and young adults in unique ways,” added Board Member Mike Negra. “We ask that the posters convey positive, no-use messages depicting healthy alternatives to drinking, or reasons why young people should choose not to drink alcohol.”

Entries must be postmarked no later than Friday, Nov. 20. Winners will be announced in early 2016. For contest guidelines, visit www.lcb.state.pa.us and click on Alcohol Education. Questions about the contest can be directed to the Bureau of Alcohol Education at 717.772.1432 or RA-LBEducation@pa.gov.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling more than \$14.5 billion since the agency’s inception – are returned to Pennsylvania’s General Fund and provide financial support for the Pennsylvania State Police, the Department of Drug and Alcohol Programs, other state agencies and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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