



FOR IMMEDIATE RELEASE

April 5, 2016

Pennsylvania Liquor Control Board Honors Young Artists for Educating Peers about the Dangers of Underage Drinking

Annual poster contest winners celebrated at The State Museum of Pennsylvania

Harrisburg – During a ceremony in The State Museum of Pennsylvania, the Pennsylvania Liquor Control Board (PLCB) today recognized 50 students who participated in the 24th annual Alcohol Awareness Poster Contest.

“Studies have shown that peer-to-peer messaging is one of the most effective ways to reach children and teenagers. That’s why the Alcohol Awareness Poster Contest is so important. Young people design artwork that conveys a message to other young people,” said PLCB Chairman Tim Holden. “And our contest ensures these are positive no-use messages. It’s better to provide messages that encourage fun, healthy, safe alternatives to underage drinking.”

In their winning poster designs, students focused on positive messages, such as the benefits of being alcohol-free and healthy alternatives to drinking, such as hobbies and extracurricular activities.

The PLCB will use the designs to create posters, bookmarks and coloring sheets to distribute throughout Pennsylvania. In addition, the grade winners will have their artwork reproduced in a calendar. Students who created the best pieces received cash prizes.

Nearly 1,300 students from 49 counties across the state participated in this year’s contest, using crayons, ink, colored pencils, paint and computer-generated imagery to create their posters. Their entries were judged on presentation and message. Since the poster contest began in 1992, almost 35,000 entries have been submitted, and thousands more students have participated through projects in their school classrooms.

“Every year, we are always impressed not just with the artistic talent displayed by Pennsylvania students, but by the creativity of the alcohol awareness messages depicted in these posters,” said Board Member Mike Negra. “It’s encouraging to know that so many students in every grade and from every corner of the state take this contest so seriously and put so much effort into developing art that really speaks to their peers.”

This year’s winning posters will be displayed in The State Museum of Pennsylvania from April 4 through April 8.

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 the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, 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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**2015-16 PLCB BUREAU OF ALCOHOL EDUCATION
ALCOHOL AWARENESS POSTER CONTEST WINNERS**

Grade winners – \$50 each

County	Name	Grade	School
Berks	Kira Marr	6	Reiffton School
Carbon	Michael Montalvo	9	Weatherly Area High School
Chester	Kyle Reynolds *	12	Home School
Chester	Ryan Reynolds *	2	Home School
Cumberland	Lucy Stevens	5	Elmwood Elementary School
Cumberland	Maria-Catalina Heil	K	Immaculata Academy Home School
Cumberland	Marie-Thérèse Heil *	7	Immaculata Academy Home School
Delaware	Sheridan Crawford	4	Westbrook Park Elementary School
Delaware	Dylan Miller	1	Westbrook Park Elementary School
Jefferson	Mary Fremer	8	Brockway Area Jr./Sr. High School
Lehigh	Zenya Hrycenko *	10	Lehigh Valley Home School
Luzerne	Adriana Kopalek	3	Wycallis Elementary School
York	Chyanne Shoff	11	York County School of Technology

Reproductions – \$100 each

County	Name	Grade	School
Bedford	Erin Claycomb	12	Claysburg-Kimmel High School
Berks	Ella Gerhart	6	Reiffton School
Berks	Amelia Ordway	6	Reiffton School
Berks	Katherine Travis	8	Tulpehocken Junior High School
Carbon	Jasmine Montalvo	9	Weatherly Area High School
Cumberland	Gianna Heil *	5	Immaculata Academy Home School
Cumberland	Lydia Hulshizer	11	Mechanicsburg Area Senior High School
Delaware	Samuel Chism *	3	Westbrook Park Elementary School

Special Recognition

County	Name	Grade	School
Adams	Madyson Calore	3	Fairfield Area Elementary School

Adams	Summer Darr	3	Fairfield Area Elementary School
Berks	Adrian Buchter	7	Fleetwood Middle School
Berks	Kelsey Dreibelbis	7	Tulpehocken Junior High School
Berks	Anya Whitman	6	Reiffton School
Berks	Damian Willman	8	Tulpehocken Junior High School
Butler	Ellie Koma	3	Mars Elementary School
Butler	Caden Patton	4	Mars Elementary School
Carbon	Zoe Downs	10	Weatherly Area High School
Carbon	Shaienne Perkins	12	Weatherly Area High School
Chester	Jordyn D'Puia	8	Phoenixville Area Middle School
Chester	Dominic Michalski *	1	Home School
Cumberland	Isaac Heil *	10	Immaculata Academy Home School
Cumberland	Marie-Laurence Heil *	2	Immaculata Academy Home School
Dauphin	Alana Peiffer	2	Upper Dauphin Area Elementary School
Dauphin	Brielle Sinsabaugh	1	Upper Dauphin Area Elementary School
Delaware	Nathan Crawford *	2	Westbrook Park Elementary School
Erie	Katherine Huntley	7	Rice Avenue Middle School
Forest	EmmaLee Gray	5	West Forest Jr./Sr. High School
Indiana	Kassidy Brosch	10	Indiana County Technology Center
Indiana	Caitlynne Everett	12	Indiana County Technology Center
Lehigh	Zenon Hrycenko *	8	Lehigh Valley Home School
Luzerne	Cheyenne Wang	6	McAdoo-Kelayres Elementary School
Westmoreland	Sophia Montgomery	5	Sloan Elementary School
York	Amanda Buckheit	10	Kennard-Dale High School
York	Caleb Duncker	10	Northeastern Senior High School
York	Tristan Eckenrode	3	Shallow Brook Intermediate School
York	Isabelle Latshaw	4	Shallow Brook Intermediate School
York	Luzines Maldonado-Torres	11	York County School of Technology

* = Previous Alcohol Awareness Poster Contest winner