

# Sample Media Advisory

(Courtesy of Indiana Coalition to Reduce Underage Drinking)

FOR IMMEDIATE RELEASE  
April 23, 2003

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## **Some 200 youth gather for release of underage drinking data,**

### **Alcohol Awareness Month and Orange Ribbon Week celebration**

*Orange Ribbon Week 20-foot banner to be signed, 500 orange balloons to be released*

**What** Some 200 local and statewide youth members of the Indiana Coalition to Reduce Underage Drinking and Students Against Destructive Decisions (SADD) will assemble to learn the results of the “Youth Access to Alcohol” survey and celebrate Alcohol Awareness Month and Orange Ribbon Week, an education/awareness campaign developed by the Indiana Coalition to Reduce Underage Drinking. Special presentations by the youth will be made during the program.

Indiana’s SADD Student of the Year will be named during this ceremony. Plus, youth will sign a 20-foot banner and release 500 orange balloons to show their commitment to being alcohol free.

The “Youth Access to Alcohol” survey, conducted by the Mathematica Policy Research Institute, Inc. and analyzed by the University of Minnesota Division of Epidemiology, assessed the knowledge of, attitudes towards, and level of public support for alcohol policies. The results of this survey are expected to support the Coalition’s backing of an increase in the state’s alcohol tax.

**When** Friday, April 25, 2003 – 1:30 p.m.

**Where** Front steps of the RCA Dome (off of Capitol Avenue), downtown Indianapolis.

**Weather Note** In case of rain, this event will be held in the 500 Ballroom on the first floor of the Convention Center. In either case, several photo opportunities will be available.

**Another Activity of Interest** Immediately following the event, students will participate in the Quick Click Challenge. Teams of students will race against the clock to see how quickly they can get in and out of a car – each time making sure they buckle their seat belts for safety. This fast-paced activity will take place in the 500 Ballroom in the Convention Center.

This event is part of the Students Against Destructive Decisions (SADD)/Orange Ribbon Celebration conference.