*News Release*

FOR IMMEDIATE RELEASE

[DATE]

Contact: [CONTACT NAME, PHONE NUMBER]

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**[County] Joins Media Campaign Launch**

***Underage Alcohol Use and Underage Binge Drinking Targeted***

A media campaign targeting underage alcohol use and underage binge drinking in [COUNTY NAME] County is being launched this year. The campaign, which includes radio ads, posters, billboards and social media, focuses on middle school youth ages 13-16, the age group at which alcohol experimentation most often begins.

[COUNTY NAME] County is one of 12 counties chosen for the campaign, which is through the Iowa Partnerships for Success Grant funded by the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention and is administered by the Iowa Department of Public Health (IDPH).

“We want to make kids stop and think about their drinking decision,” said [OFFICIAL’S NAME, TITLE]. “By educating them about what they stand to lose by making the decision to use alcohol, it empowers them to take control of their life.” The ads feature bottle caps and cans imprinted with words including ‘respect,’ ‘your dreams,’ ‘friendships,’ and ‘your future’ – emphasizing that underage drinking comes at a cost.

For more information about [COUNTY or AGENCY]’s efforts to prevent and reduce underage drinking and binge drinking, visit [YOUR WEBSITE ADDRESS]. For information on the Iowa Partnerships for Success Grant, visit <http://idph.iowa.gov/substance-abuse/programs/ipfs>

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