

# Parent Topics

## Campaign To Prevent Underage Drinking Launched

(NAPSA)—It's a paradox. Most adults and parents do not believe it's acceptable to provide alcoholic beverages to underage people. Yet a study conducted by The Century Council, an organization dedicated to fighting underage drinking, found that 65 percent of teens who drink obtain the alcohol from adult family and friends.

The study, sponsored by the Federal Trade Commission and supported by The Century Council with data provided by Diageo, was responsible for the launching of a new public-awareness campaign to prevent underage drinking. This new initiative is designed to inform adults that providing people under 21 years of age with alcohol is illegal, unsafe and irresponsible. The "We Don't Serve Teens" campaign will distribute materials to beverage retailers and community organizations across the nation. The materials remind parents and other adults that providing alcohol to teens can have serious ramifications.

Diageo, an industry leader in promoting responsible drinking, strongly endorses this new campaign and has taken other steps to actively demonstrate the company's commitment to fighting underage drinking. For the past two years, the company has worked with legislators to introduce bills aimed at reducing



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underage drinking by holding adults responsible for illegally supplying alcohol to minors. With Diageo's help, Administrative Driver's License Revocation legislation has been introduced in 24 states in just two years, and it has passed in seven states to date.

"Underage drinking is a critical issue for us not only as a beverage company but as a company of families—of brothers, sisters, mothers and fathers—who are affected by the consequences of underage drinking," said Ivan Menezes, President and CEO of Diageo North America. "Our steadfast commitment to preventing underage drinking does not stop here. We will continue to fight this battle and we encourage parents to help us by becoming part of the solution."