

# Speak Up: Your Kids Are Listening



**Did you know that 73% of college bound youth name their parents as the primary influence in their decisions about whether they drink alcohol or not?**

That is why the beer industry works to arm parents, teachers and community leaders with information to help them talk to children about making the right decision not to drink illegally.

Beer distributors are also parents who are committed to ensuring that the products they distribute are enjoyed responsibly and only by adults of legal drinking age. The efforts of the hard working men and women of the beer industry are making a real difference.

Today, nearly 20 million adolescents are doing the right thing by not drinking, and illegal drinking among high school seniors has declined more than 30 percent in the last two decades.

**Working together, we can continue this positive trend.  
Join us in the fight to eliminate illegal underage drinking.**

A public service announcement from the National Beer Wholesalers Association and your local beer distributor.

