



When the school year begins,

**make
the right
choice.**

Being a teenager isn't easy. You are constantly faced with the challenges of trying to fit in.

As you head back to the classroom, you have the opportunity to make new friends and share new experiences. Unfortunately, one of those experiences may involve the pressure to illegally consume alcohol.

Your parents faced similar choices growing up. They can help guide you when making tough decisions. In fact, 74 percent of your peers cite their parents as the primary influence in their decisions about whether they drink alcohol or not. ¹

**Talk to your parents about illegal underage drinking.
They know more than you think.**

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



Your Logo Here

¹ Roper Youth Report, 2005