

FOR IMMEDIATE RELEASE

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(Local Partner Name) PARTNERS WITH STATE FOR PARENT UP CAMPAIGN

(Town), Vermont—February xx, 2010—In effort to help parents, (Local Partner) has partnered with the Vermont Department of Health to participate in the statewide Parent Up campaign. Throughout March and April, (Local Partner) will lead an effort at the community level to help parents learn how to talk about alcohol with their kids and to better understand how to protect their families from the consequences of underage drinking.

Studies show that parents have the most influence on whether or not their child will drink and 20% of children try alcohol before age 13. “(Sample quote from local official) “We are all too familiar with how difficult an issue this is for parents to address,” said (name and title of local official) “We have also seen what can happen when these important conversations don’t happen. The Parent Up campaign is providing us with the tools we need to reach families in our community.”

The Parent Up outreach program campaign encourages parents to talk to their kids about the dangers of underage drinking and to refuse to give alcohol to minors or host underage drinking parties. The campaign has two components—one for parents of middle school students and the other for parents of high school students, and is supported by a comprehensive website www.xxx.xxx where parents can find a wide range of helpful information, including tips on how to connect with their kids on this important subject.

About (local partner)

Boilerplate for local partner if applicable.

About Parent Up

Parent Up is an educational campaign of the Vermont Department of Health (VDH), Division of Alcohol and Drug Abuse Programs (ADAP) designed to reduce underage drinking in the state of Vermont. Funded by a Strategic Prevention Framework State Incentive Grant (SPF SIG) and an Enforcing the Underage Drinking Laws (EUDL) Grant, this two-part campaign is directed toward parents of middle school students and high school students. By raising awareness and providing tools and information, we hope to empower parents to

talk to their children about the dangers of underage drinking and to refuse to provide alcohol to minors.