
press Release

NEWS

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FOR IMMEDIATE RELEASE

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LUMBERTON STUDENT'S AD ON DANGERS OF UNDERAGED DRINKING WINS CONTEST

PSA Contest Brings Attention To April As Alcohol Awareness Month

An eighth grader from Lumberton Middle School has been chosen as the winner of a County-sponsored contest to write a 30-second Public Service Announcement on the dangers of underage drinking.

The winner, Jessica A. Brown, recently recorded her PSA at Burlington County College's radio station. It will be aired throughout the month of April – which is recognized as Alcohol Awareness Month -- on WBZC-FM 88.9.

“Congratulations to Jessica, and congratulations to all the teens who participated in the contest,” said Freeholder Mary Ann O’Brien. “It speaks volumes when young people recognize the perils of underage drinking, and are willing to step up and address it in a very public way.”

The PSA contest was conducted by the Burlington County Health Department's Municipal Alliance Program for the Prevention of Alcoholism and Substance Abuse, and the Burlington County Coalition for Healthy Communities. The contest was targeted to young people between the ages of 13 and 20. The challenge was to write a 30-second ad on the dangers of underage drinking.

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PRESS RELEASE: PSA Contest – 4/1/11 – Add One

Alcohol Awareness Month was created to raise awareness of alcohol abuse and encourage people to make healthy, safe choices. The use of alcohol continues to be the #1 drug of choice for Burlington County youth and kids across the nation. Statistics indicate that Burlington County youth begin using alcohol as young as age 12. More teens die from alcohol each year than all other illicit drugs combined.

Jessica will be recognized at a Town Hall Meeting on underage drinking on April 12th at the Marlton Middle School, 150 Tomlinson Mill Road in Marlton. The event will be in the library at 7:30 p.m. and is open to the public. There will be a showing of a video called “This Place.” The invited guest speaker is Burlington County Prosecutor Robert Bernardi.

For more information on preventing substance abuse, or to join a local Municipal Alliance, contact Elfrieda M. Francis, County Municipal Alliance Coordinator at (609) 265-5538.

For information on The Coalition for Healthy Communities and the Town Hall event, contact Joe Conlin at (609) 261-0001.

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