



## **WSWA & Social Responsibility**

### **Campaign Overview**

All tiers of the beverage alcohol have a vested interest and a commitment to keeping alcohol out of the hands of underage drinkers. To meet this challenge, industry leaders from the retail, supplier and wholesale sectors have joined together to re-launch a campaign created several years ago by the Federal Trade Commission, the nation's consumer watchdog organization.

The “We Don't Serve Teens...And You Shouldn't Either” campaign will begin this fall with high profile events and media outreach taking place in major markets across the country.

In addition, wholesalers, retailers and suppliers will work together to deploy billboards, online advertising and point of sale materials underscoring their shared commitment to the campaign. Members of the industry know first-hand that an effective campaign can help raise awareness of this important issue and help draw attention to the dangers of underage drinking.

### **Background Information**

The latest government research shows the vast majority of underage drinkers—91.3 %--do not purchase alcohol. Rather, they obtain their alcohol from “social” sources—parents of other teens, older siblings, and other relatives and friends.

Teen drinking is down today from levels during prior years—but the current numbers are still a problem that must be addressed.

As part of a joint industry effort, WSWA is facilitating the “We Don't Serve Teens...And You Shouldn't Either” campaign to help call attention to this important issue and help keep alcohol out of the hands of underage drinkers while educating parents and other stakeholders about the dangers of alcohol and minors.