



**FOR IMMEDIATE RELEASE**  
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**Beer Institute Supports Federal Government's Campaign to Reduce Underage Drinking for Fourth Consecutive Year**

**WASHINGTON** (Sept. 8, 2010) – For the fourth consecutive year, the Beer Institute (BI) and its members are proud to support the federal government's "We Don't Serve Teens" program. Launched in 2007, the campaign provides parents and other adults with educational tools to help reduce illegal teen drinking.

"As an industry, brewers and importers develop and participate in a host of programs to help parents address underage drinking and effectively talk about it with their teens," said Beer Institute President Joe McClain. "The Beer Institute recognizes parents are the leading influence on whether or not teens make responsible decisions about alcohol, and we're pleased the federal government is spearheading this important effort."

In recognition that most teens get alcohol beverages from family or friends, this year's "We Don't Serve Teens" campaign once again carries the simple message: "The legal drinking age is 21. Thanks for not providing alcohol to teens."

As an industry, brewers, importers and distributors have spent more than \$750,000,000 since 1982 to support public safety, education and prevention campaigns, such as the Federal Trade Commission's "We Don't Serve Teens" program.

This year, Beer Institute members are running print, online and outdoor ads, airing "We Don't Serve Teens" messages on radio, and promoting the same messages on brand Web sites and with their wholesalers.

Brewers and importers also have independently distributed millions of guidebooks, videos and other educational materials to help parents talk with their children about underage drinking, as well as tools and resources to help retailers check and verify IDs and prevent sales to minors.

"Research shows collaborative efforts such as the 'We Don't Serve Teens' program and other initiatives supported by brewers and importers can make a positive impact," said McClain. "We're pleased to see a decline in underage drinking throughout the last 20 years, but there is always more to be done."

According to the Center for Disease Control's National Youth Risk Behavior Survey, high-school student drinking decreased by 16.4 percent between 1999 and 2009 – to a record-low level.

The “We Don’t Serve Teens” program offers educational materials in both English and Spanish, which can be found at [www.DontServeTeens.gov](http://www.DontServeTeens.gov). For more information on brewers’ efforts to support the “We Don’t Serve Teens” program, please visit [www.BeerInstitute.org](http://www.BeerInstitute.org).

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*The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to the development of sound public policy and to the values of civic duty and personal responsibility: [www.BeerInstitute.org](http://www.BeerInstitute.org).*