



**Sponsored by the New Jersey Division of Alcoholic Beverage Control, Office of the Attorney General and the Partnership for a Drug Free NJ.**

- *More young people drink alcohol than use other drugs or smoke tobacco.*
- *Alcohol is the number one drug of choice for America's young people. Alcohol kills more teens than all other illicit drugs combined.*
- *Of the surveyed 7th and 8th grade students in New Jersey, 46.4% have used alcohol some time in their lifetimes.*
- *The lifetime rate for alcohol use increases from 40.7% for 7th graders to 52.3% for 8th graders.*
- *The 8th graders in New Jersey appear to be experimenting with alcohol at a rate above that reported by their national counterparts[1].*
- *Alcohol use by young people is extremely dangerous - both to themselves and society at large.*
- *Underage alcohol use is associated with traffic fatalities, violence, unsafe sex, suicide, educational failure, and other problem behaviors that diminish the prospects of future success.*
- *Early alcohol use also is related to significant health risks - and the earlier children start drinking, the greater the danger.*
- *The average age of first use of alcohol is now 11 years old. The efforts of this initiative therefore will be directed toward parents and children of all ages with an emphasis on preventing the early first use of alcohol.*
- *Underage alcohol use is more likely to kill young people than all other illegal drugs combined.*

**RULES AND CRITERIA FOR THE MIDDLE SCHOOL BILLBOARD AND CALENDAR COMPETITION**

1. Entries must be based on the theme: **"Dangers of Underage Drinking: HOW THE USE OF ALCOHOL AFFECTS MIDDLE SCHOOL STUDENTS."**
2. Students must work with their parents and other family members. Only one submission per student will be accepted. Student's first and last name, home address and phone number and school address and phone must be written on the back of each submission.
3. As part of the printing process, a photograph is taken of each submission. To meet printing standards each submission must meet the following criteria:
  - Only white 8/12" x 11" copier paper may be used (no construction paper or colored paper).
  - Orient the picture horizontally (landscape style).
  - Use crayons, pens, markers, and pencils only. Any color is acceptable.
  - Please do not use glitter, "sparkle" glue, other media, or collages. (They won't reproduce well.)
4. No copyrighted characters or celebrities may be used or inferred. This is very important. Students and their family members must depend completely on their own imagination to develop their artwork. A simple way to explain this is to note that if they have seen it on television or in the movies, it cannot be used (for example, Pokemon, Disney characters, wrestlers, athletes, etc.). We will not be able to obtain the rights to use any copyrighted characters or celebrities' names, and, unfortunately, any entry that uses a copyrighted character or celebrity will be disqualified.
5. We recommend limiting text to a simple Alcohol Awareness slogan or saying. The focus of the submission should be the art. Too much writing can clutter the picture.
6. Submissions of artwork will not be returned. Within these guidelines, students should be as creative and original as possible. We hope that this will be a positive learning experience for all involved, and we look forward to seeing all of the submissions.

**THE DEADLINE FOR SUBMISSION IS FRIDAY, MAY 30, 2008.**

**Partnership for a Drug-Free NJ  
155 Millburn Avenue, Millburn, NJ 07041**