

Saturday,
June 5, 2010

**The
Daily
Telegram**

*Adrian,
Michigan*

Lenawee County
**Anti-underage drinking
campaign launched**

The Lenawee Substance Abuse Prevention Coalition (LSAPC), in collaboration with area youth, has developed a social marketing campaign that will help young people understand the risks and consequences associated with underage drinking.

"Choices: What Will YOUth Decide?" uses messages and images to expose youth to consequences that can occur as a result of underage alcohol use, Dalila Beard, substance abuse prevention coordinator at LSAPC, said in a statement.

The LSAPC has partnered with the Boys and Girls Club of Lenawee, the Lenawee Youth Council and Morenci High School for the campaign, which is expected to launch July 1.

The campaign will deliver its message via posters, table tents and shirts that will be distributed throughout the Adrian community, Beard said. In addition, public service announcements will be shown at the Adrian Cinema 10.

For more information or to help with the campaign, call the LSAPC at 263-7861 or visit drugpreventionlenawee.com.