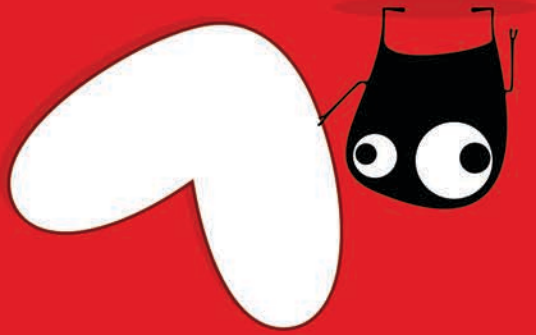


What's your reason?



Whether you know it or not, there are others who look up to you and want to be like you. They might even thing you're cool and your choice to not drink alcohol matters to them even more. It could be a classmate or a sibling, a cousin or a neighbor. Set an example that you would be proud to have them follow — like deciding not to drink alcohol.

underage drinking isn't cool.

**BECAUSE
SOMEONE
LOVES YOU.**



What's your reason?



Drinking alcohol can slow your life down and send you off track, you don't need anything doing that. Stay focused on what matters to you and those who depend on you. Don't let alcohol interfere.

underage drinking isn't cool.

**BECAUSE
SOMEONE
NEEDS YOU.**



What's your reason?



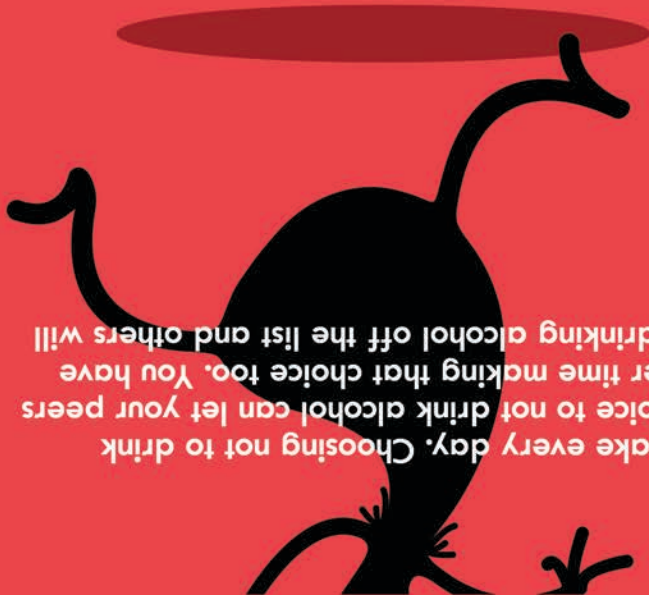
High school is a time to really discover who you are. Knowing your own boundaries and beliefs is serious business. Drinking alcohol can cause your boundaries and beliefs to get a little shaky. Not to mention alcohol can damage your brain because it's not fully developed yet. High school is a time to stand strong and not drink alcohol, your friends may even thank you for it. It can be easier to resist drinking alcohol if you are doing it together – supportive friends are the best!

underage drinking isn't cool.

BECAUSE
THERE'S
STRENGTH
NUMBERS



What's your reason?



There are a lot of choices to make every day. Choosing not to drink alcohol is one of them. Your choice to not drink alcohol can let your peers and your friends have an easier time making that choice too. You have enough to worry about - take drinking alcohol off the list and others will do the same.

LEAD ON.

underage drinking isn't cool.

BECAUSE YOU'RE A LEADER.

