

What's your
reason?



I am a work in progress.
The time is now for my brain to learn what I need to succeed.
I'm still under construction and anything that puts that in
jeopardy is not worth the risk. Underage drinking is not something
I would do because I've got a future of awesomeness.
Drinking alcohol is not worth the risk.

underage drinking
isn't cool.

**BECAUSE
I HAVE
POTENTIAL.**



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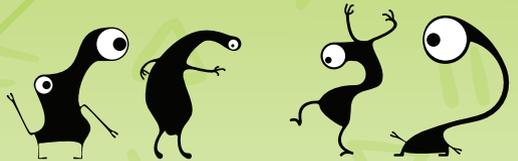


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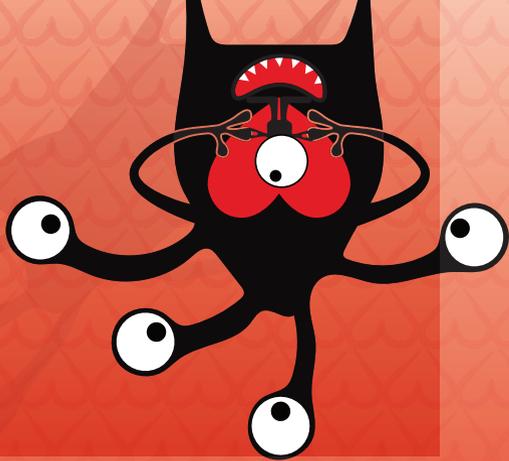
I am significant.
I have thoughts and skills that are important.
I am important to my parents, my friends, and especially myself.
Underage drinking puts my best self at risk.
I have value and the cost of drinking alcohol is not worth it.

underage drinking
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**BECAUSE
I MATTER.**



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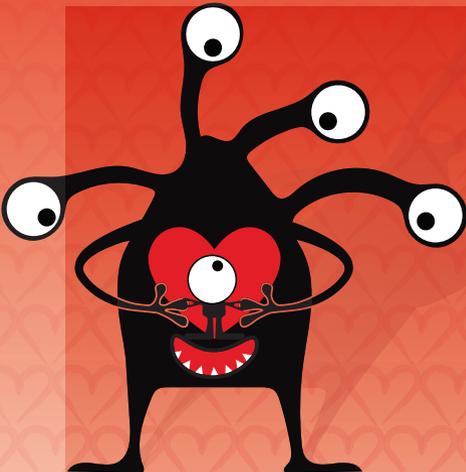


What's your
reason?

My look is all my own.
The way I present myself is important to me.
It is about what I value and my character. I don't drink alcohol
- it challenges my look -
fun, focused and FABULOUS! I won't risk that.

underage drinking
isn't cool.

**BECAUSE
IT MESSES
WITH THE
WAY I LOOK.**

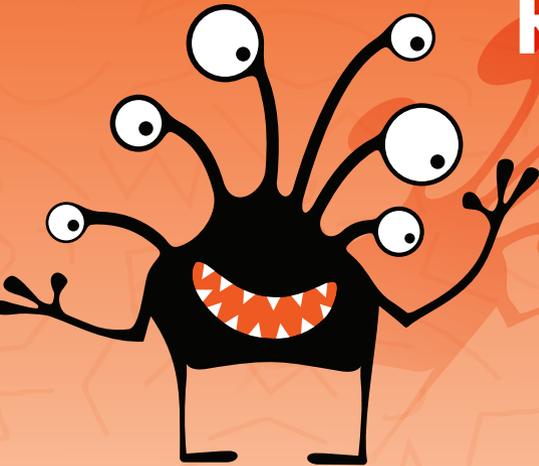


What's your
reason?

I may not always like it, but others look up to me.
They may think the things I do or don't do makes me cool.
WHA - my choices matter! It is important to me that I'm making
good decisions. Drinking alcohol risks my health and it is illegal.
The choice to not drink underage is an easy decision.
I don't drink alcohol because there is too much risk to me.

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**BECAUSE
I AM A
ROLE MODEL.**



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