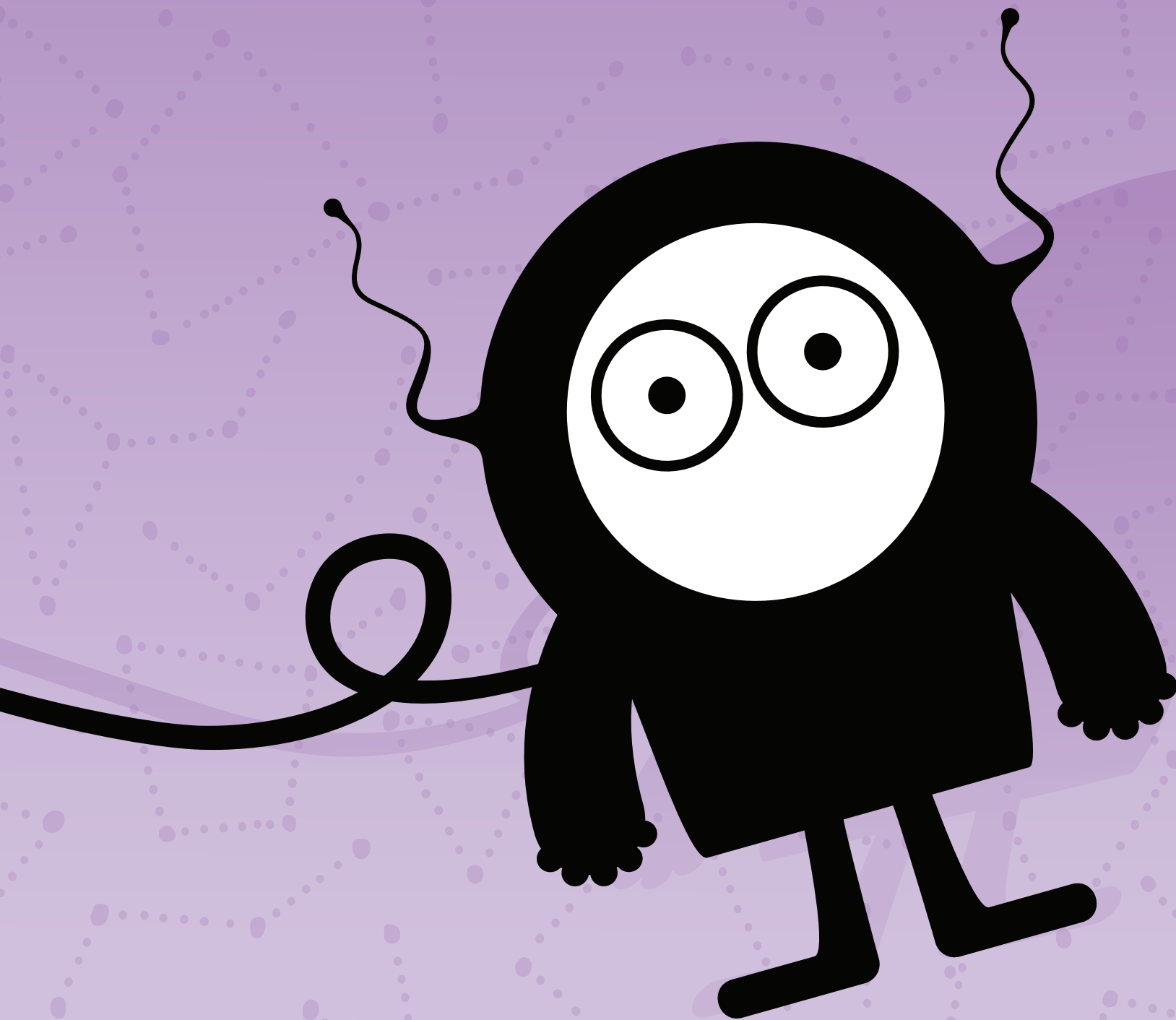


underage
drinking
isn't cool.

BECAUSE I'M GOING PLACES.

I have plans. Big plans! Underage drinking will make it harder to me to meet even my own expectations. Drinking alcohol is just going to hold me back and that is not worth the risk.

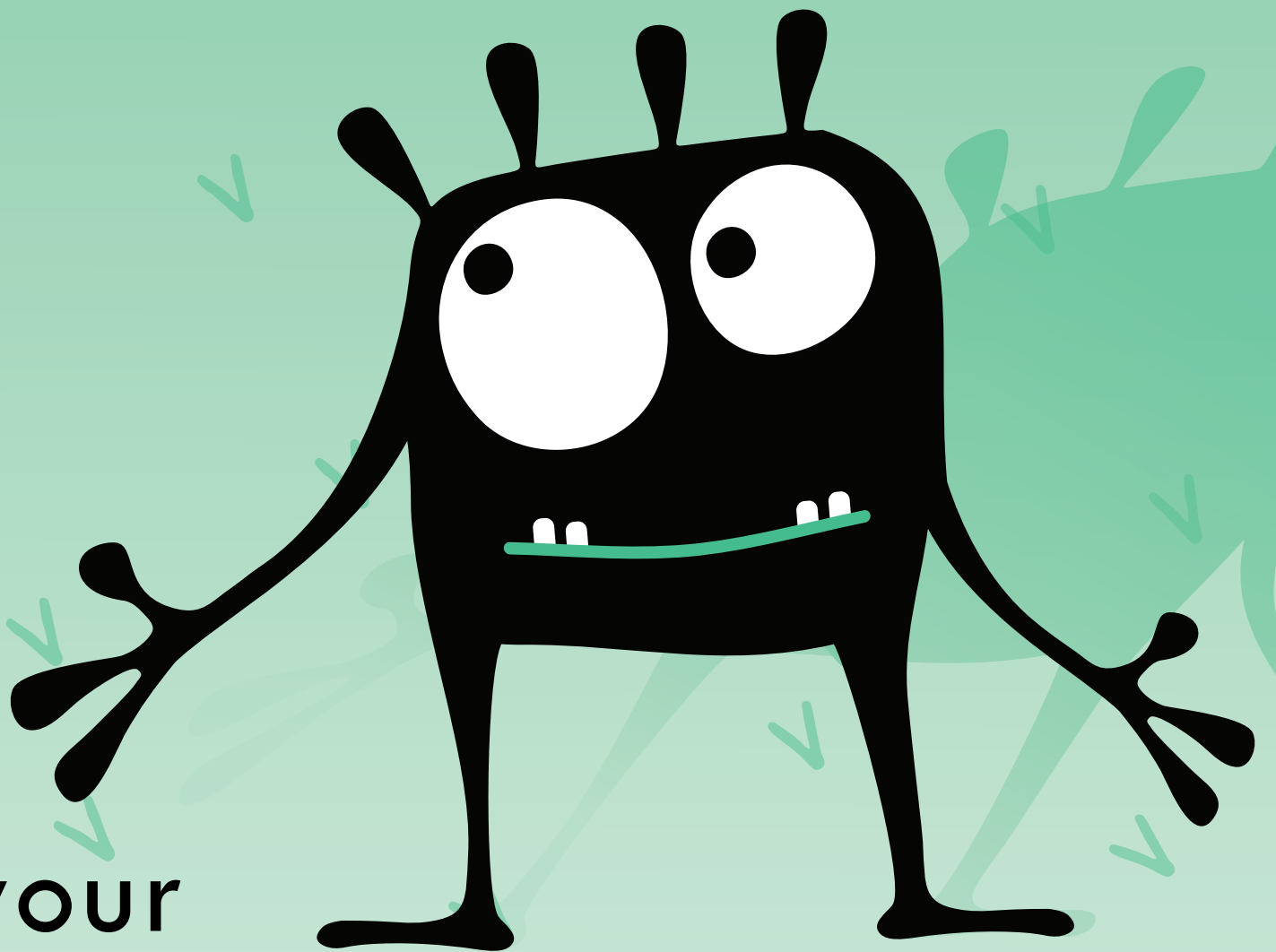
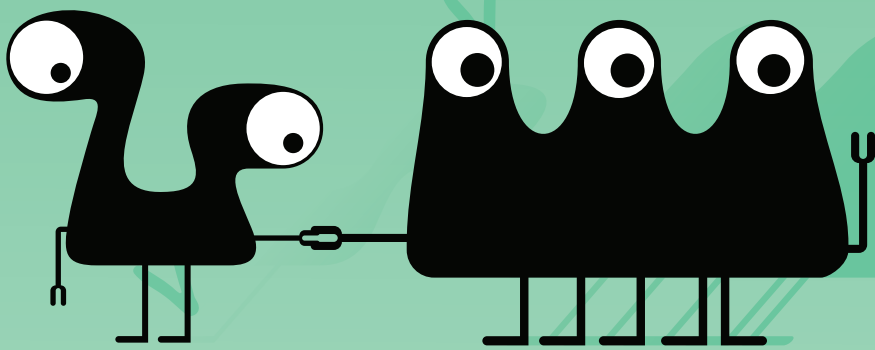


what's your
reason?

underage
 drinking
 isn't cool.

BECAUSE I AM RESPONSIBLE.

Well, I'm trying to be responsible. This means having fun, staying out of legal trouble, and not disappointing the people who matter – like my parents. There are a lot of difficult decisions out there, but this one is easy. Underage drinking is not worth the risk.



what's your
 reason?

underage
 drinking
 isn't cool.

**BECAUSE
 I HAVE
 POTENTIAL.**

I am a work in progress. My brain is under construction and I'm improving my skills every day. Drinking alcohol will definitely risk my progress. It is **NOT** worth the risk.

what's your
reason?

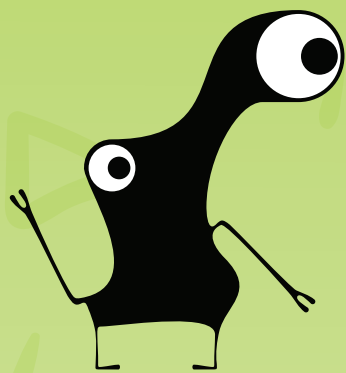


underage
drinking
isn't cool.

BECAUSE I MATTER.

**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.

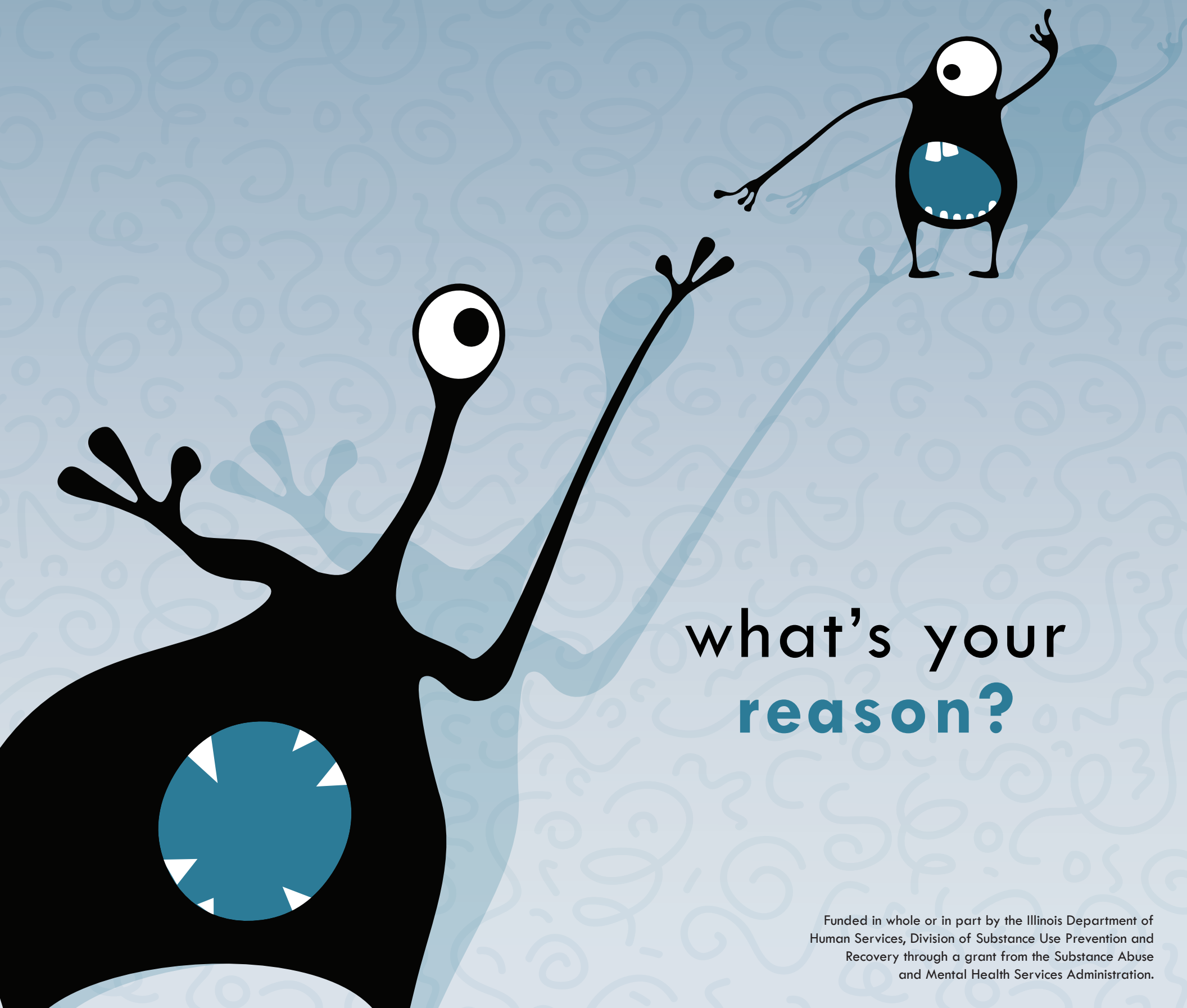


what's your
reason?

underage
 drinking
 isn't cool.

BECAUSE IT IS HARMFUL.

I've heard it before, but now it seems different. Underage drinking is harmful. It damages more than my body and mind, it actually puts my relationships at risk. My friends are important and risking their friendship is not worth the risk.

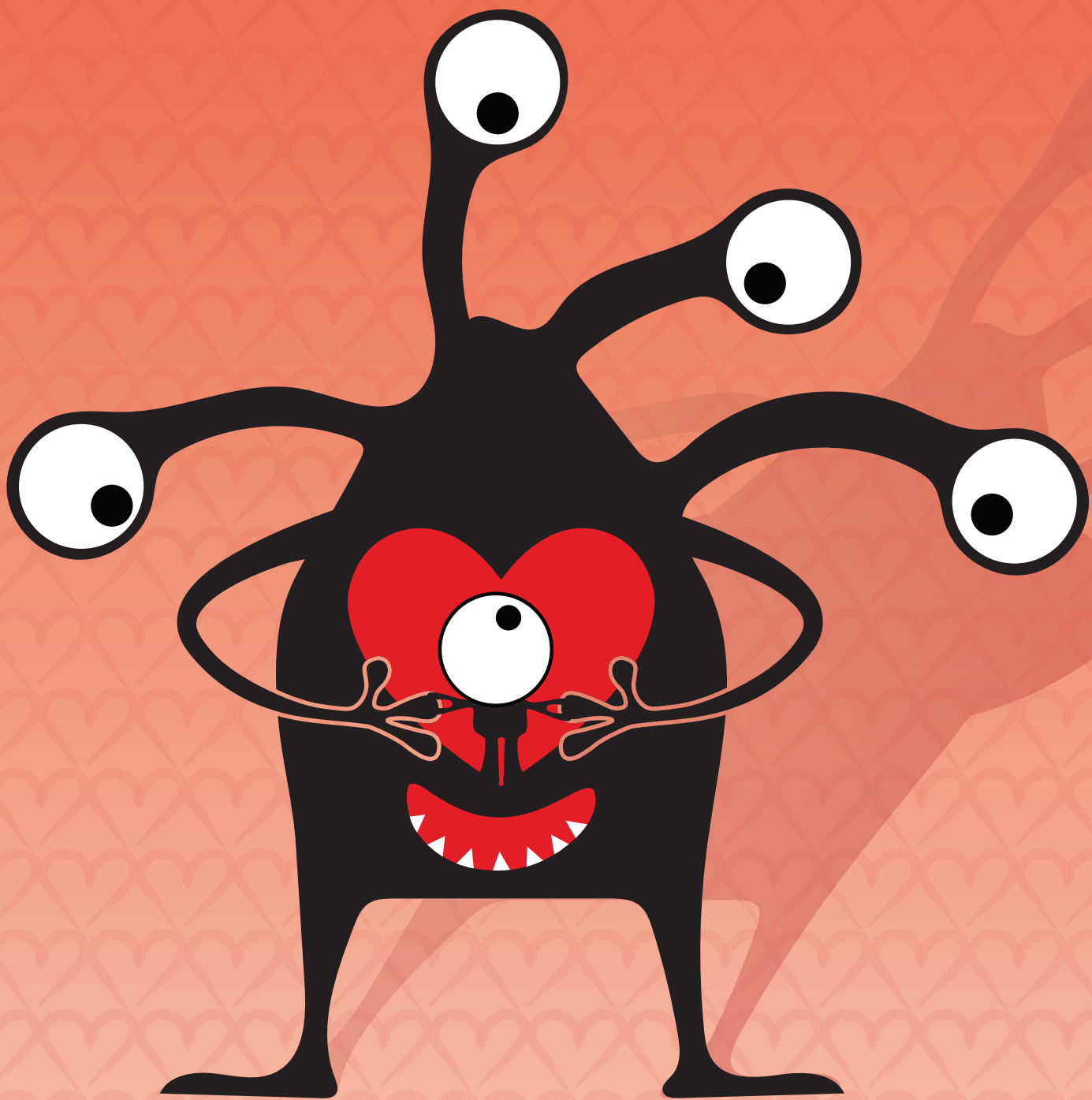


what's your
reason?

underage
drinking
isn't cool.

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

**I care about the way I present myself to others.
Drinking alcohol challenges my look – fun, focused
and FABULOUS! I won't risk that.**

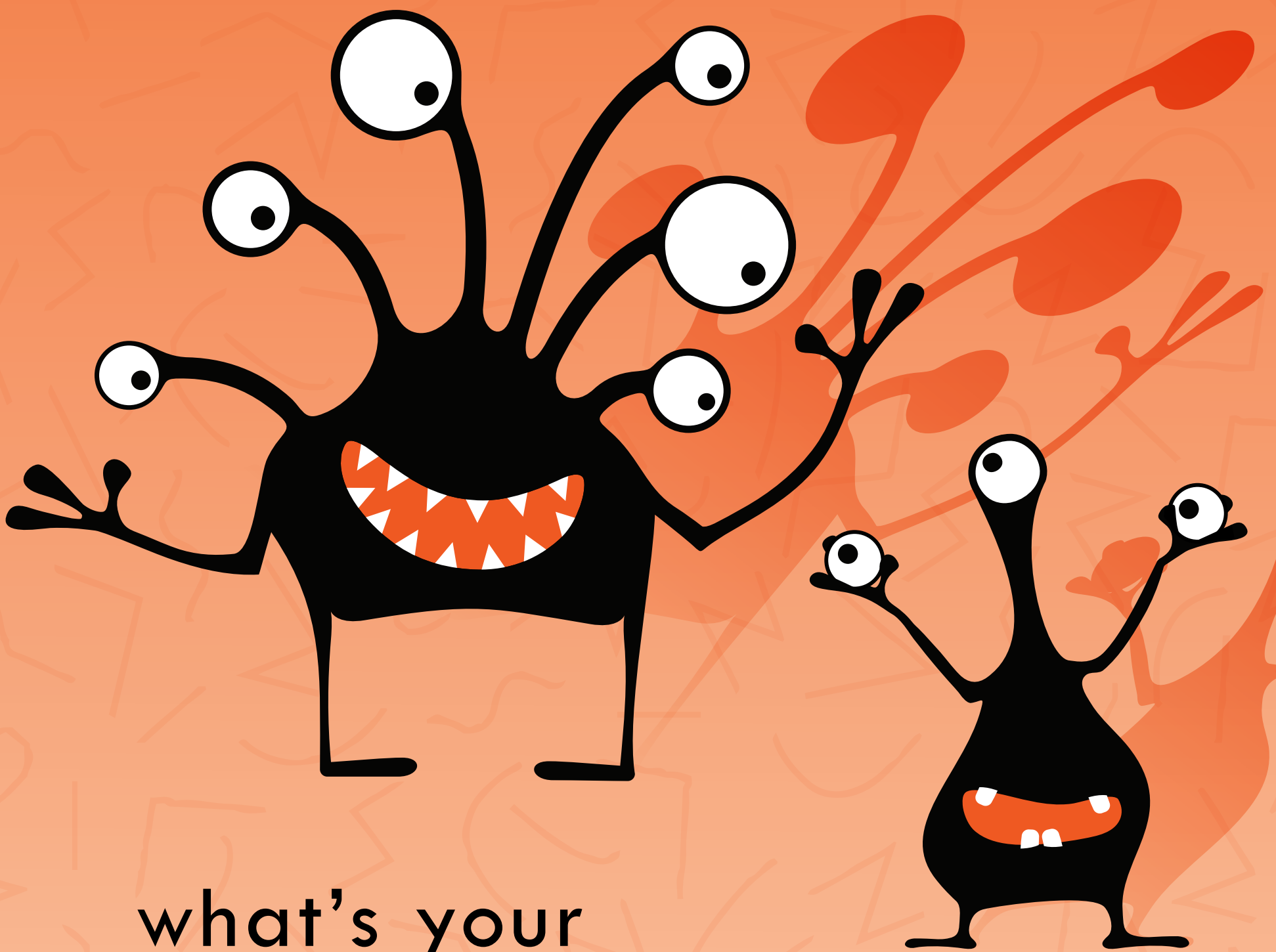


what's your
reason?

underage
drinking
isn't cool.

BECAUSE I AM A ROLE MODEL.

I may not always like it, but others look up to me.
So, it is important to me that I'm making good decisions.
Drinking alcohol risks my health and is illegal
making it easy to decide not to drink.



what's your
reason?

underage
drinking
isn't cool.

BECAUSE MY TEAM DEPENDS ON ME.

I'm part of a group effort. Whether it's a group project, my sport team or my group of friends. Others depend on me to be my best self. Drinking alcohol risks my focus, my health, and my team's trust. Underage drinking is not for me.

what's your
reason?

