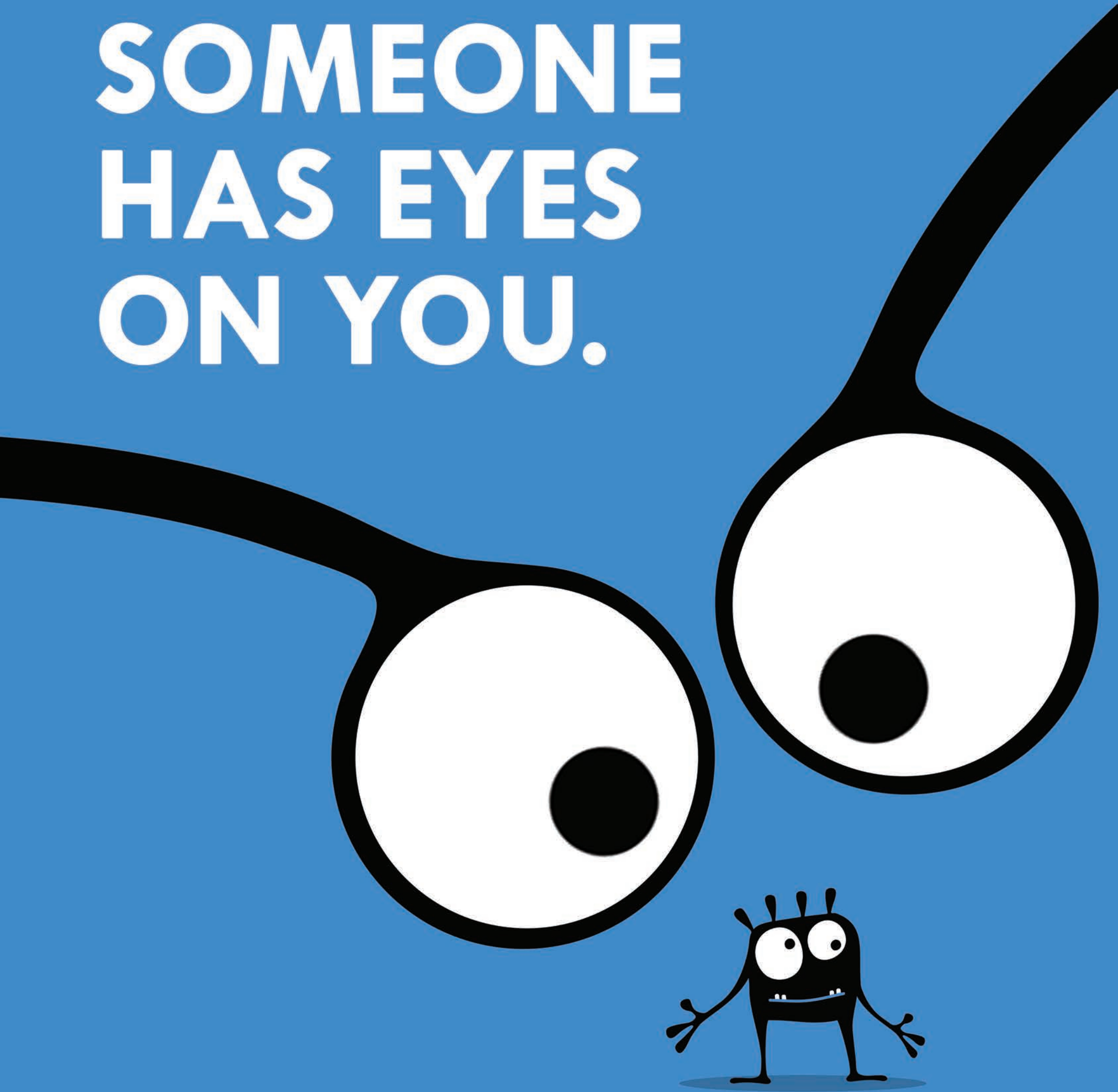


**underage drinking isn't cool.**

**BECAUSE  
SOMEONE  
HAS EYES  
ON YOU.**



I don't drink alcohol because someone always has eyes on me. Really! Parents...siblings...anyone. Making good decisions for me means choosing healthy and legal. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
SOMEONE  
LOOKS UP  
TO YOU.**

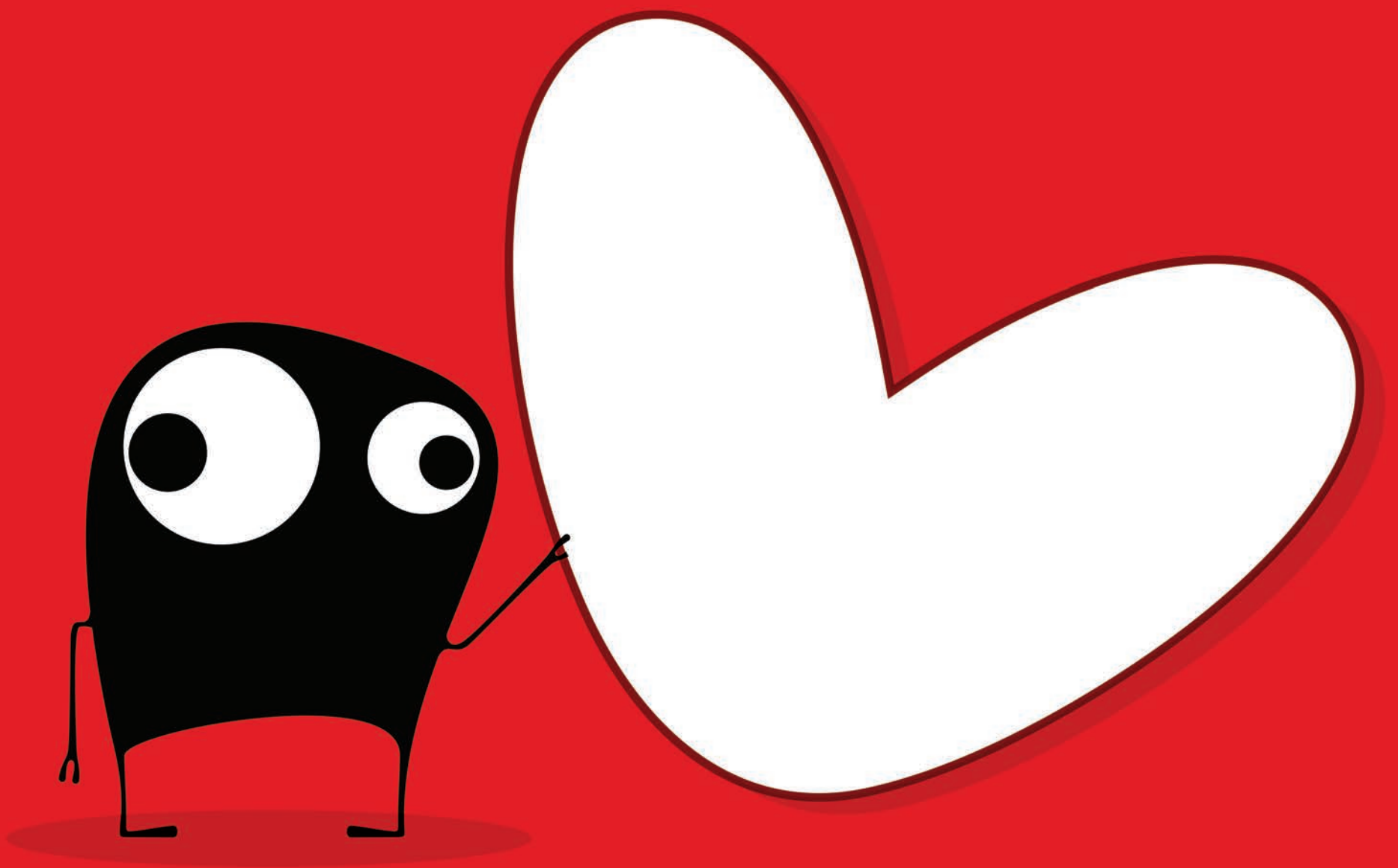


I don't drink alcohol because others look up to me...whether I like it or not. I want to be an example of someone making good decisions about life. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
SOMEONE  
LOVES YOU.**

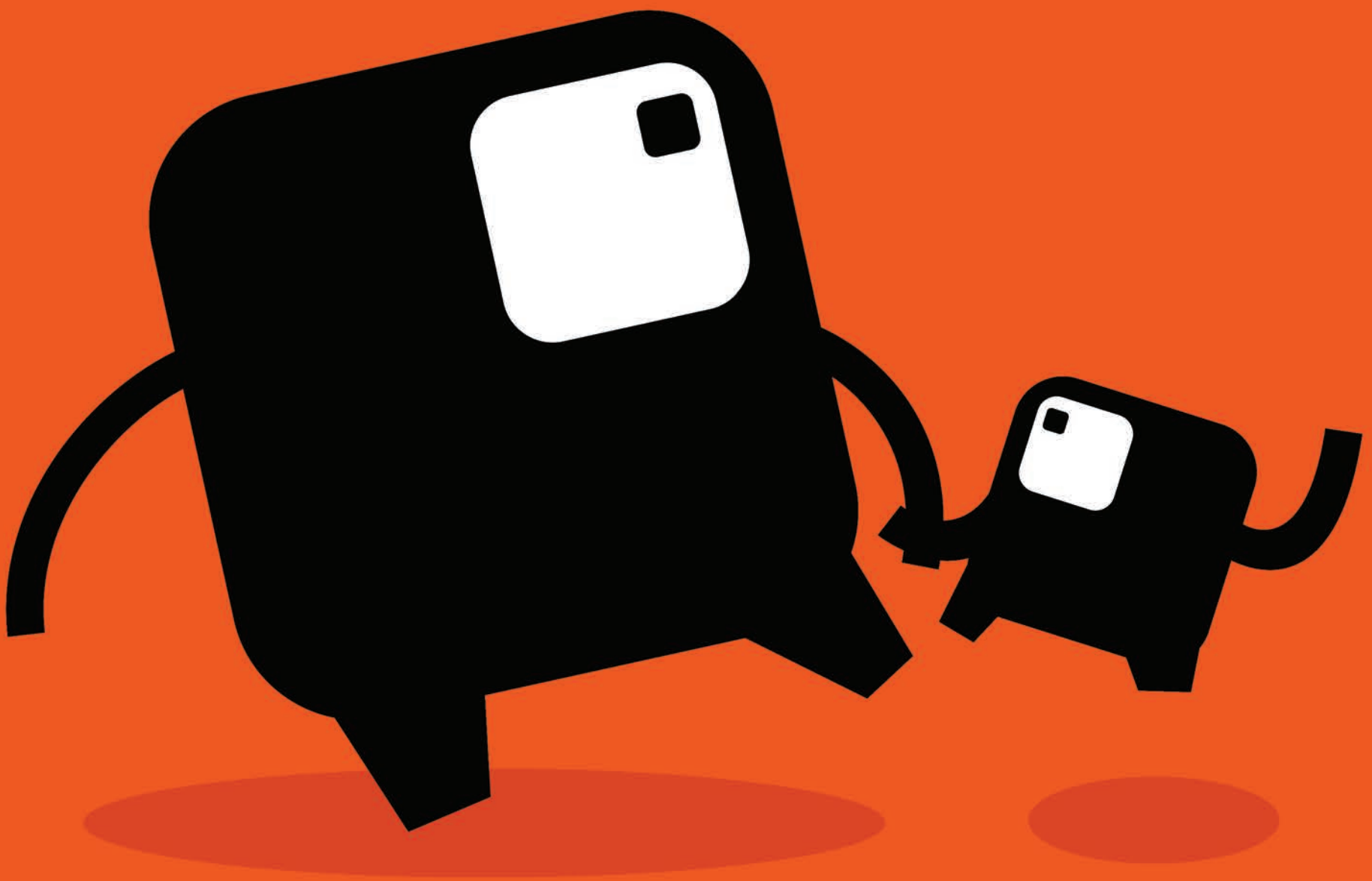


I don't drink alcohol because someone loves me. Aww...that's sweet. Showing my family, friends and even my pet turtle I love them means making good decisions. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
SOMEONE  
NEEDS YOU.**

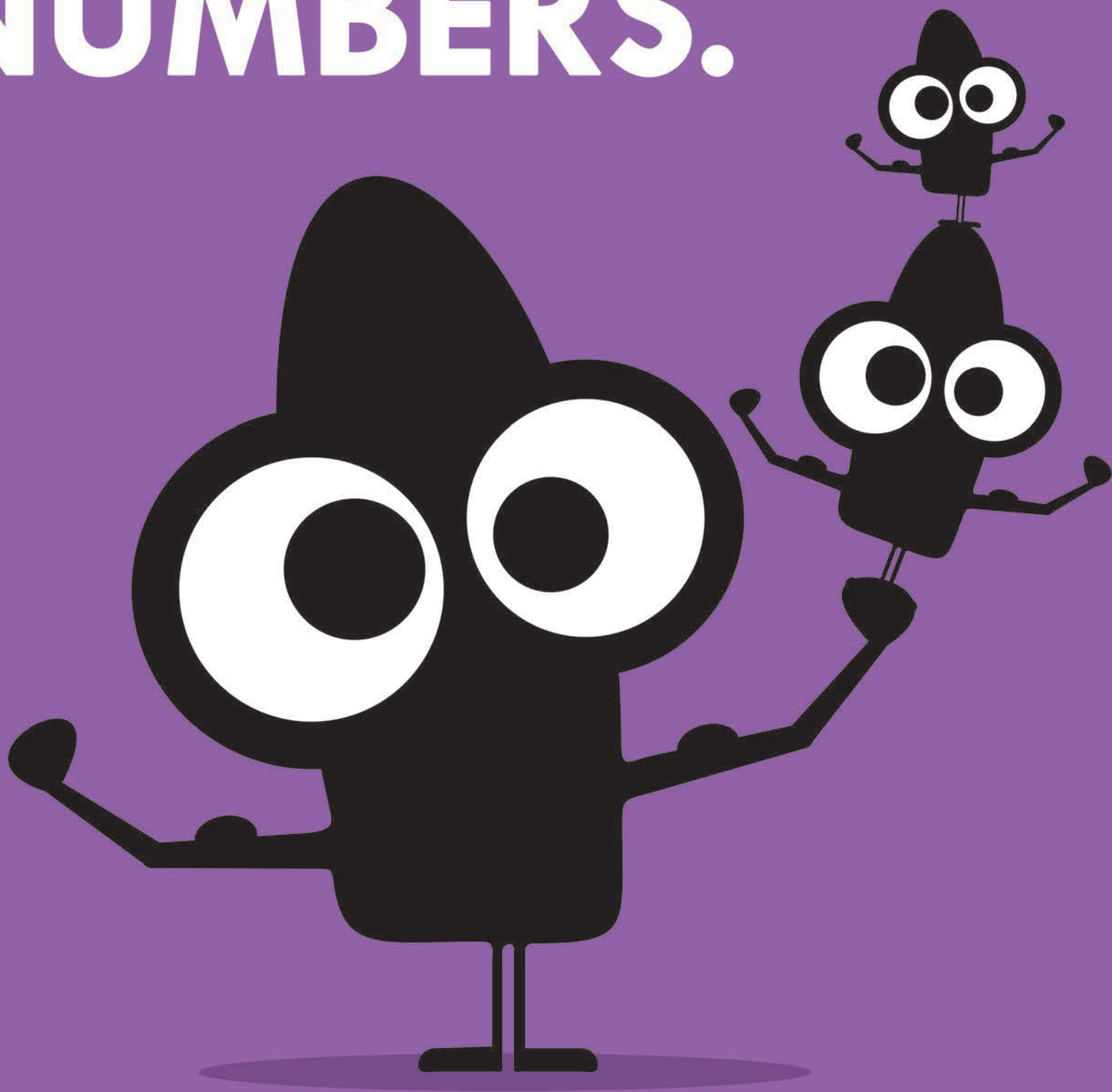


I don't drink alcohol because others need me. Alcohol can make me unfocused and less reliable and these are important to me. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
THERE'S  
STRENGTH IN  
NUMBERS.**

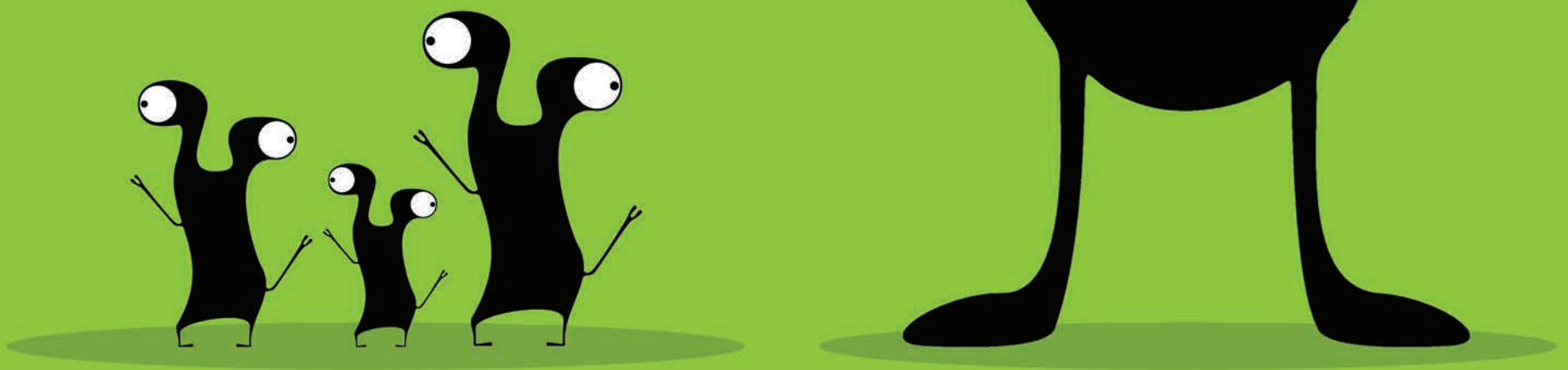


I don't drink alcohol because there's strength in numbers. Did you know that most Illinois teens think that underage drinking is not cool... even wrong? Sounds like we are on the track of success. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
YOU DANCE TO  
THE BEAT OF  
YOUR OWN  
DRUM.**

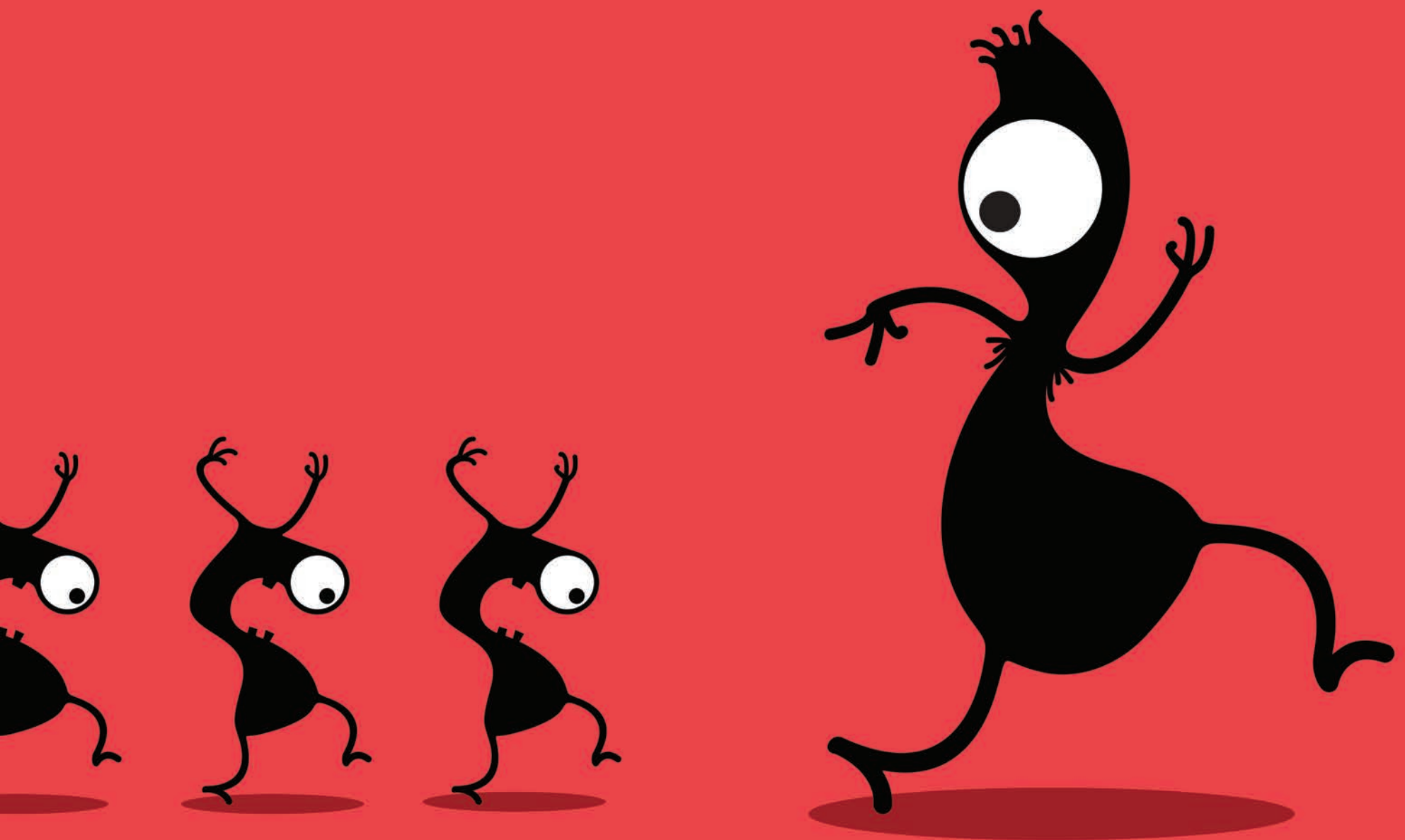


I don't drink alcohol because I dance to the beat of my own drum. I don't decide what's cool or not cool based on what other people say. No way! I follow my own path because alcohol impairs my judgement and coordination. Deciding not to drink alcohol - that's easy.

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
YOU'RE A  
LEADER.**

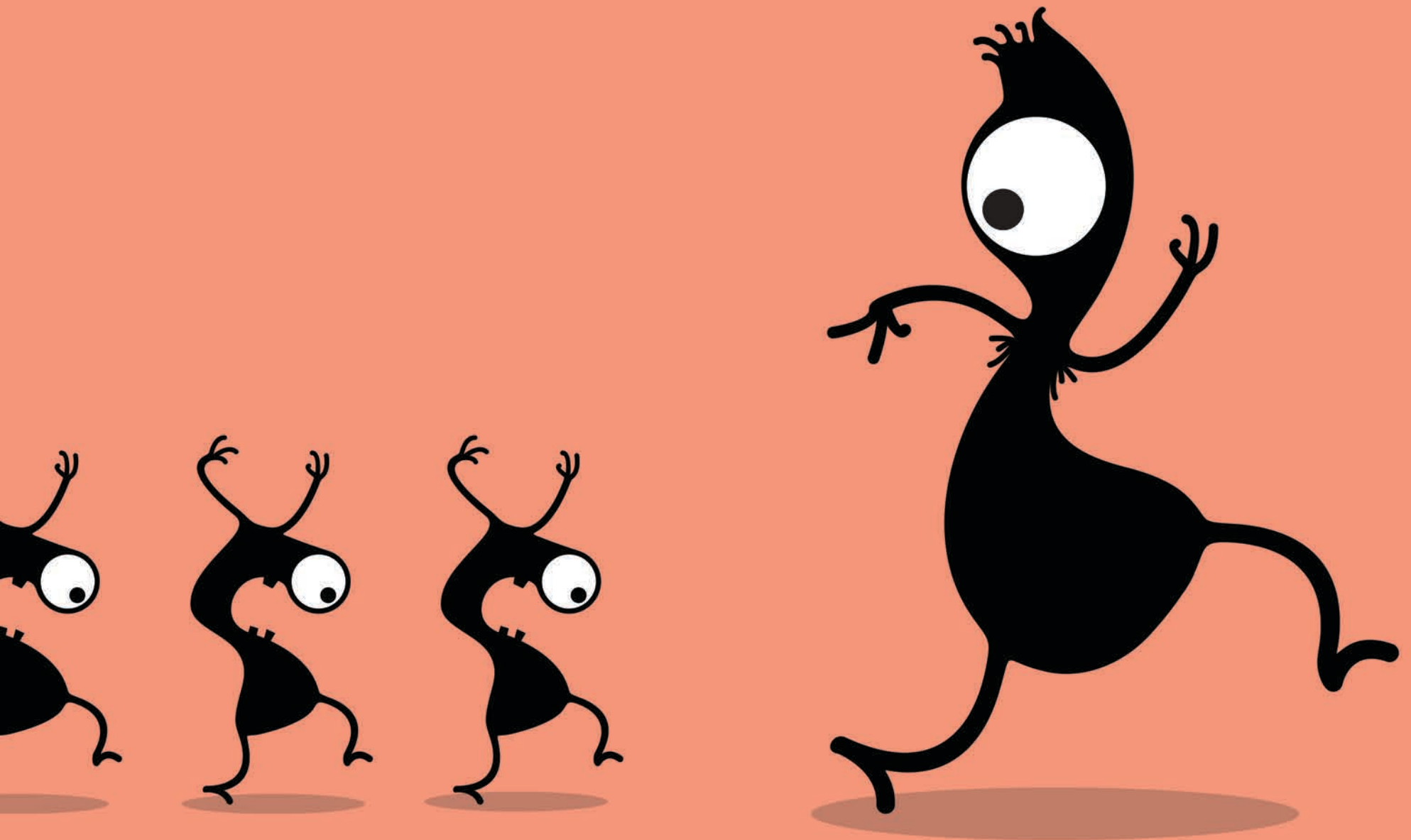


**I don't drink alcohol because I lead by example. I know that drinking alcohol at my age is not legal or healthy. Deciding not to drink alcohol - that's easy.**

**what's your reason?**

**underage drinking isn't cool.**

**BECAUSE  
YOU'RE  
GOING  
PLACES.**



I don't drink alcohol because I'm on my way to greatness. Drinking alcohol now can make trouble and only make my path more difficult. Deciding not to drink alcohol - that's easy.

**what's your reason?**