

BE REAL.

BE YOURSELF.

BE TRUE.

Let's be real.

Underage drinking can really ruin things!

Your grades... your health... even your friendships.

Be true to yourself and free from underage drinking.

THAT IS FOR REAL.



YOU'RE BRIGHT.

YOU'RE BRAVE.

YOU'RE STRONG.

You know what is good for you and what is not.
Use that knowledge to show you are brave and strong – always!
Drinking alcohol can hurt your health, your friendships
and your trust with your family.
You know what to do – don't drink alcohol underage
... because you are
Bright, Brave, and Strong!



COOL / KÜL /:

YOU

Who defines cool? **YOU DO!**
Making healthy decisions and protecting
what is good for you and your friends is how to stay away
from the things risk your cool – like underage drinking.

You ARE the definition of COOL!



BEING COOL

IS YOUR

LIFE RULE

Underage drinking just isn't cool!
It makes it difficult to concentrate, build trustworthy
relationships with your parents, and be healthy.

**Your life is about fun and being cool –
not drinking alcohol is the only way there.**



ALWAYS

MOVING

FORWARD

The truth is that life is going to happen
– sometimes for good and sometimes not.

One true thing is that you always have control over your response.

Making decisions to move you forward puts you in control.

**DECIDING TO NOT DRINK ALCOHOL PUTS YOU IN CONTROL
AND KEEPS YOU ALWAYS MOVING FORWARD.**



RESPECT

YOURSELF

You have power and know how to use it.
You know that underage drinking is super risky
and just stay away from it.

THAT'S HOW TO RESPECT YOURSELF.



YOU'RE JUST

THAT GOOD.

You can tell when someone is 'selling' you a story.
Especially when it comes to drinking alcohol.
You know the truth – alcohol can ruin your grades,
your friendships and even your health.

**YOU SAW THAT A MILE AWAY –
YOU ARE JUST THAT GOOD!**



SIMPLY

STATED...

YOU ROCK!

You know what is important to you
– kindness, respect and having fun. Awesome!

Even more is that you know what
puts you at risk of harm – like underage drinking.

Alcohol can impair your judgement and lead to legal consequences.

**UNDERAGE DRINKING IS JUST
NOT A PART OF YOUR STORY.**