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For Immediate Release

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Prom Photo Contest, \$500 Grand Prize

Portland, ME— 21 Reasons, with the help of Tim and Eva in the Morning on Maine's Coast, 93.1, is announcing a "best" prom photo contest—with a cash prize of \$500 to the most awkward, uh, winner! First 21 submissions receive a music download gift card!



Why? To celebrate the fact that underage drinking rates in Portland have been declining since 1995, 21 Reasons, an underage drinking prevention coalition, is sponsoring a Prom Photo Contest. Since underage drinking can harm the developing brain (which actually stops developing at the ripe old age of 25!), this decline in drinking rates is cause for celebration!

Who can enter? Anyone over 29 can enter, because anyone 29 and older was in high school before 1995.

How do I enter? Go into the attic and find your most awesome prom photo, then go to www.21reasons.org and follow the simple directions. It's so easy even a baby boomer can do it.

What can I win? There are two ways to win! The first 21 photo entries will receive a \$10 music download card. The photo with the most votes will receive \$500!

HOW do I win? When your photo is posted online, 21 Reasons will send you a link to it. You send the link to ALL your friends and family, and then they can vote for your photo as the best! On-line voting opens up April 12th. Photos posted as they come in until then.

Why should I participate? Not only is this a fun contest with amazing prizes, but spreading the word about how "times have changed" will help parents, and everyone else, realize when it comes to underage drinking we're headed in the right direction. There are more statistics and information below.

Overview:

- Accepting photos for two weeks between March 29th and April 11th.
- On-line Voting begins April 12th and lasts one week until April 19th.
- Winner Announced Tuesday, April 20th. LIVE Tim and Eva in the Morning on Maine's Coast, 93.1- WMGX.
- Winning photo to be used in a Prom and Graduation season reminder card to be distributed through area participating tux, florists and limousine companies. The cards

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will be distributed with each boutonniere, corsage, or limousine contract. Messages on the card will remind parents that most youth don't drink and that parents can and do have the power to enforce underage drinking rules.

Additional Information:

According to the Maine Youth Drug and Alcohol Use Survey, most youth don't drink. In fact, only 28% say they have had a drink in the past 30 days. That's down from almost 40% in 1995. In addition, a recent Parent Phone Survey sponsored by 21 Reasons revealed more Portland parents are concerned about underage drinking and taking concrete steps to prevent it. This includes:

- talking with their teens about alcohol
- asking if alcohol will be at parties
- calling party hosts to make sure alcohol will not be provided

Due to modern brain scanning technology, we know more now than ever before about the harm underage drinking can cause the developing brain.

Together, we are making underage drinking a thing of the past...just like those tacky prom dresses.

For more tips and information, visit: <http://www.21reasons.org>