



DELIVERING QUALITY AND CHOICE.
ADVOCATING RESPONSIBILITY.

For Immediate Release
August 31, 2010

Media Contact:
Greg Glynn, Nancy Marshall Communications on behalf of the
Maine Beer & Wine Distributors Association
(207) 623-4177, gglynn@marshallpr.com

Maine Beer & Wine Distributors Association Partners with Olympian Julia Clukey to Create Labor Day PSA

AUGUSTA, Maine – The Maine Beer & Wine Distributors Association (MBWDA) has partnered with Olympian Julia Clukey to create a public service announcement (PSA) for the Labor Day holiday. The PSA is part of the ongoing responsibility campaign by the MBWDA to communicate that alcohol is a unique product that requires regulation and responsibility. The PSA will air on the Blueberry Broadcasting radio stations and other local stations throughout state during the two week period leading up to the Labor Day holiday. Over the past month, Clukey has also been speaking at local high schools as part of the association's responsibility campaign to talk with students about the importance of good decision making.

The new Labor Day PSA features Maine Olympian and member of the US National Luge Team, Julia Clukey emphasizing the importance of using a designated driver and keeping Maine safe over the holiday weekend.

"Working with the Maine Beer & Wine Distributors Association on their ongoing responsibility campaign has provided me with a great opportunity to reach out to the community and emphasize the importance of good decision making," said Julia Clukey.

In addition to the PSAs, Olympian Julia Clukey will make numerous morning show appearances this week on local Blueberry Broadcasting radio stations across Maine including WABK 104.3 FM, WKSQ 94.5 FM, WLKE 99.1 FM, WMCM 103.3 FM, WBFB 104.7 FM, WTOS 105.1 FM, WTQX 96.7 FM, WQSS 102.5 FM, WVQM 101.3 FM, WTUX 101.1 FM and WVOM 103.9 FM.

Clukey, a native of Augusta, Maine, is a member of the US National Luge Team and most recently competed in the 2010 winter Olympics in Vancouver. Clukey finished 17th in the 2010 Winter Games and also finished 5th in the 2009 World Championship and 2nd in the 2009 National Championship. She also recently announced plans to compete in the 2014 Olympics in Sochi, Russia.

"Our association is very fortunate to be partnered with Julia on the PSAs and school appearances. In addition to being a world-class athlete, she is a tremendous person and role model. With Julia's support, we trust our



message of responsibility will make an impact on Mainers and help them to make good decisions," said Nick Alberding, president of the MBWDA.

Earlier this year, the MBWDA and Olympian Julia Clukey created PSAs during the high school graduation season and early summer months to remind young adults and their friends that one bad decision could jeopardize their future.

To listen to the PSAs from the Maine Beer & Wine Distributors Association as part of their current responsibility campaign, visit www.mainebeerandwine.com/responsibility.

Olympian Julia Clukey and members of the Maine Beer & Wine Distributors Association are available for interviews about the new PSA campaign. To arrange, contact Greg Glynn at Nancy Marshall Communications at 207-623-4177.

Editor's Note: Click on the image above or the link below to access a downloadable version.

http://www.marshallpr.com/mbw/photos/releases_790_1_o.jpg

Photo Caption (left to right): Nick Alberding, president of the Maine Beer & Wine Distributors Association, Olympian Julia Clukey and Brian Strack, regional sales manager for Blueberry Broadcasting in Augusta.

###

The Maine Beer & Wine Distributors Association (MBWDA) is a group of Maine family-owned distributors. MBWDA is an important part of Maine's alcohol regulatory system, serving as the link between beer and wine producers and more than 4,500 Maine grocery stores, convenience stores, restaurants, bars and other retail locations licensed to sell alcohol to Maine consumers. This system provides consumers unparalleled access to a tremendous variety of styles and products.