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The Maine Beer & Wine Distributors Association Partners with Olympian Julia Clukey to Create Underage Drinking PSA

AUGUSTA, Maine – The Maine Beer & Wine Distributors Association (MBWDA) has partnered with Olympian Julia Clukey to launch a series of public service announcements (PSA) to raise awareness about underage drinking. The PSAs will debut this week on local Citadel Broadcasting and Cumulus radio stations throughout the state to coincide with the high school graduation season. The underage drinking PSAs are part of an ongoing responsibility campaign by the MBWDA to actively promote the responsible consumption of their products. During the holiday season last winter, the Association and the Maine State Police aired a PSA to salute designated drivers.

The new PSA features Maine Olympian and member of the US National Luge Team, Julia Clukey. The announcements will air 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, or as Clukey puts it, "send you off course."



"Working with the Maine Beer & Wine Distributors on these PSA's as part of their ongoing responsibility campaign provides me with a meaningful way to connect with young Mainers. I am happy to help spread their message of responsibility and I strongly believe that together we will help make a difference," said Julia Clukey.

Clukey, a native of Augusta, Maine, is a member of the US National Luge Team and competed in the last two winter Olympics in Torino (2006) and in Vancouver (2010). 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.

In addition to the PSAs, Julia will make numerous on-air appearances on local Citadel Broadcasting and Cumulus radio stations across Maine. Appearances will include The Moose Morning Show, WMME, The Morning Buzz, WEBB, The Q Morning Show, WJBQ, The WBLM Morning Show, WQCB Breakfast Flake and WBZN Morning Show and more.

"We're thrilled to partner with Julia and the Citadel and Cumulus radio stations on this important campaign to reach young Mainers. With help from the stations, we trust our message of responsibility will reach Maine's youth encouraging them to make good decisions. We're confident that Julia's tremendous success as a junior national champion as well as National Luge Team member and Olympian will resonate with them," said MBWDA President Nick Alberding.

To listen to the PSAs from the Maine Beer & Wine Distributors' responsibility campaign, visit <http://www.mainebeerandwine.com/responsibilitycampaign>.

Olympian Julia Clukey and members of the Maine Beer & Wine Distributors 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_736_1_o.jpg

Photo Caption (left to right): Jon James, host of The Moose Morning Show, Julia Clukey, Olympian and Nick Alberding, president of the MBWDA in the recording studio at 92 Moose in Augusta.

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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.