



Illinois Liquor Control Commission

Governor Pat Quinn • Acting Chairman Stephen Schnorf • Executive Director Gloria L. Materre

For Immediate Release
September 20, 2013

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State underage drinking prevention Fall campaign kicks off at weekend high school football games

CHICAGO – The Illinois Liquor Control Commission (ILCC) *kicks off* its fall alcohol awareness campaign, **YOUR ACTIONS MATTER!**, at weekend high school football games across the State with the first events tonight at 7 p.m. when Brother Rice meets Mt. Carmel at Chicago's Gately Stadium and tomorrow at 1 p.m. when Providence visits Loyola Academy in Wilmette.

Attendees at this weekend's games will be able to participate in educational activities and games with prize giveaways. Then, through the end of October, thousands of teen and adult volunteers will communicate the **YOUR ACTIONS MATTER!** message statewide by posting educational materials in stores encouraging action by parents to spread the word to discourage underage drinking. (*See page 2 for list of inaugural fall campaign local partners.*)

"Football games are prime events for us to spread the message where we have a captive audience," said Gloria Materre, executive director of the ILCC. "Unfortunately, alcohol often becomes part of the excitement of the game and teens should focus their energies on other celebratory activities. While increased teen alcohol use is well known during springtime events such as prom and graduation, many do not realize the fall season has its own enticements, with the weekly football game at the top of the list."

The Liquor Commission will also conduct other fall prevention activities throughout the state, including student assemblies, responsible beverage service classes, parental responsibility programs, and more.

The ILCC encourages new partners to participate in creating the public awareness campaign in their local communities. Materials for the campaign are available for free at www.YourActionsMatter.org, and ILCC staff will assist partners in implementing a campaign in their area. To learn more about all ILCC educational efforts, visit www.DontBeSorry.org.

Inaugural **YOUR ACTIONS MATTER!** fall campaign local partners

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Following the September 20-21 kickoff events, a number of community partners will begin posting **YOUR ACTIONS MATTER!** materials in stores throughout the state. Below is an alphabetical listing of inaugural fall campaign local partners (and contacts):

Algonquin. Jacobs High School (Terri Dawson) and Algonquin Police Dept (Sgt. Robert Salazar).
Alton. Marquette Catholic High School Students Against Destructive Decisions (Dr. Cathy Webb).
Bethany. Okaw Valley SADD (Renee Bone).
Bloomington. Bloomington Police Department (Matthew Wolenberg).
Bloomington. Project Oz (Deborah Zilm).
Braidwood. Braidwood Police Department (Chief Richard Girot).
Carthage. Hancock County Sheriff's Office (Deputy Josh Smith).
Centralia. Community Resource Center (Nicole Brooks).
Chicago: The Prevention Partnership (Novella Bates), Pilsen Wellness Center (Ana Diaz de Leon), and Families Against Drugs in Area 58 (Maria Diaz).
Crestwood. Crestwood Police Department (Commander Garry Winer).
Decatur. Decatur Drug Free Coalition (Vivian Goodman).
DeKalb. DeKalb Police Department (Chad McNett).
Diamond. Village of Diamond (Mayor Theresa Kernc).
Evanston. City of Evanston (Theresa Whittingham).
Eureka. Woodford County Health Department (Hillary Aggertt).
Grayslake. Grayslake Police Department (Officer Randy Hegland) and Grayslake Central High School SADD (Kate Odenburg).
Kankakee. Kankakee County Sheriff's Department (Kari Laird).
Lake Zurich. Lake Zurich Police Department (Commander David Anderson).
Lincolnshire. Stevenson High School (Tom Branick) and Village of Lincolnshire (Sgt. Kim Covelli).
Lockport. City of Lockport (Deputy Clerk Donna Tadey).
McHenry. McHenry Police Department (Laura King).
Midlothian. Midlothian Police Department (Ryan Gulli).
Mt. Carroll. Carroll County Substance Education Coalition (Freddie Preston).
Mundelein. Mundelein Police Department (Sgt. Gara).
Naperville. Naperville Police Department (Detective Mark English).
Olney. Southeastern Illinois Counseling Center (Linda Lamb).
Petersburg. Menard County School/Community Task Force (Kay Daniel).
Princeton. Community Partners Against Substance Abuse (Dawn Conerton).
Rockford. Rockford Alcohol Free Teens (Delicia Harris).
Springfield. Sacred Heart-Griffin High School (Denise Pachlhofer).
Taylorville. Christian County Sheriff's Office (Sheriff Bruce Kettelkamp) and Christian County Prevention Coalition (Chris Boston).
Western Springs. Lyons Township High School South (Jeanne Widing).
Willow Springs. Willow Springs Police Department (Officer Barbara Gagle).

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