



News Release

Department of Licensing and Regulatory Affairs
MICHIGAN LIQUOR CONTROL COMMISSION

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MLCC Announces “We All Lose, When Kids Buy Booze” PSA Challenge Winners and Honorable Mentions

(Lansing, MI) June 1, 2011 - - Capitalizing on young people’s enthusiasm for capturing moments on video and posting them all over the media, the Michigan Liquor Control Commission (MLCC) sponsored a “PSA Challenge” for all Michigan middle and high schools. Students were encouraged to produce 30-60 second video public service announcements (PSAs) with the tag line “We All Lose When Kids Buy Booze.”

“Youth involvement is crucial to spreading the word about the dangers and consequences of underage drinking,” said Nida Samona, chairperson of the MLCC. “Thank you to the teachers, administrators and everyone who supported the students. We very much appreciate the time and effort put into all of these. Our hope is to grow this challenge and encourage more schools to participate.”

The MLCC PSA Challenge is funded by a grant from the National Alcohol Beverage Control Association (NABCA). The cash awards will be issued to the winning schools to support underage drinking and high-risk drinking prevention efforts.

The winners of this competition are:

First Place (\$500). Ms. Sara Leo’s class at Kalamazoo Christian High School; Kalamazoo, MI (*Why Waste Your Life*): Reid Petro, Billy Meyering, Mathew Jewett, Rebekkah Saunders.

Second Place (\$300). Ms. Gina Zanon’s class at Nah Tah Wahsh Public School Academy; Wilson, MI (*This Is Myron*): Myron McCullough and Tallen Boda.

Third Place (tie) (\$100). Ms. Heather Turner’s 6th grade class at Negaunee Middle School; Negaunee, MI (*We All Lose When Kids Buy Booze*): Miranda Zellner, Hannah Skewis, Aggy Cervantes, Melanie Kniola, Ashleigh Ballard and Caitlyn Clement.

Mr. Scott Surjorla’s class at Ishpeming High School; Ishpeming, MI (*We All Lose, When Kids Buy Booze*): Katie Johns, Alayna Foran, Beth Tutor, Andy Flanigan, Derek Carlson, Lonnie Hess, Ljupcho Nikolovski, Fiona Degroot, Rachel Peterson, Blake Strother, Courtney Olgren, Trinity Hyttinen, Brad Wootke, Alesha O’Brien, and Moritz Hopp.

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Honorable Mentions

Ms. Gina Zanon's class at Nah Tah Wahsh Public School Academy; Wilson, MI (two entries)

Ms. Kelly Buttermore's 6th grade class at Leslie Middle School; Leslie, MI

Ms. Lynn Jenkins's group at Flint Southwestern Academy; Flint, MI

Ms. Heather Turner's classes at Negaunee Middle School; Negaunee, MI (three entries)

Ms. Leanne Schultz's classes at Trenton High School; Trenton, MI (two entries)

The voting took place at the MLCC offices by a panel that included Andrea Miller, MLCC Public Information Officer; Andy Neumann, MLCC Director of Administrative Services; Scott Maul, MLCC Deputy Director of Licensing; Jeremy Mick, Receptionist, MLCC Licensing Division; and Mike Tobias of the Michigan Coalition to Reduce Underage Drinking (MCRUD).

The PSAs will be available to view mid-June on the MLCC website, www.michigan.gov/lcc and the MCRUD website at www.mcrud.org.

For more information about MLCC, please visit www.michigan.gov/lcc, follow us on Twitter, www.twitter.com/MLiquorControl, or "Like" us on Facebook.

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