



Illinois Liquor Control Commission

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

Calling all teens...

2014 **YOUR ACTIONS MATTER!** Teen Video PSA Contest

The Illinois Liquor Control Commission is calling all teens to create a 30 second video public service announcement (PSA) to educate the parents of youth about their role in preventing underage drinking!

The **2014 YOUR ACTIONS MATTER! Teen Video PSA Contest** is currently receiving entries from all youth 18 years of age and under. Video submissions will be judged by the quality of work and its effectiveness in encouraging positive underage drinking prevention behavior by parents, particularly those with young teens (ie, 8th graders).

The winning video(s) will convey the “social norming” message that most youth do NOT drink alcohol, and that most adults—including parents—do NOT provide alcohol to minors. In other words, the audience is parents of youth and the message should focus on the positive (ie, “9 in 10 play it safe and wear their seat belts every time”) and not the negative (“1 in 10 still don’t wear a seat belt”).

The winner(s) will be announced during this year's **YOUR ACTIONS MATTER!** statewide kickoff ceremony in mid-April. Then, later this year, the winning entry (or entries) will air on TV stations throughout the State of Illinois. **The deadline to enter is Tuesday, April 8, 2014 at 5pm SHARP.** For additional details, contact Ted Penesis at 312-814-4802 or ted.penesis@illinois.gov.



For all required forms and more info, visit www.YourActionsMatter.org