

## **Thousands of Teens in 46 States Participate in the Inaugural It's 21. Just Pass Education Initiative**

Presented by the Wine & Spirits Wholesalers of America, the NFL Players Association and Discovery Education

Source: WSWA

Jun 10th

--Students from over 700 diverse high schools nationwide engage in campaign to reinforce the message that the legal drinking age is 21--

-- Prizes including a \$5,000 scholarship, a school assembly featuring an NFL player and tickets to an NFL game awarded to students from Texas and Kentucky --

More than 6,800 students representing over 700 high schools from diverse communities in 46 states participated in the inaugural year of It's 21. Just Pass, an educational campaign presented by the Wine & Spirits Wholesalers of America, the NFL Players Association and Discovery Education. Designed to reinforce the message that the legal drinking age is 21, this national program challenged high school students' knowledge about the laws and consequences of underage drinking.

The following school and individuals have been named the winners of this year's It's 21. Just Pass online quiz challenge and video forum:

Suleika Nedzelsky, a rising senior at Rio Grande City High School in Rio Grande City, Texas, has been selected as the winner of a \$5,000 scholarship based on completion of the It's 21. Just Pass online quiz challenge about the laws and consequences associated with underage drinking. As the school with the highest participation in the It's 21. Just Pass online quiz challenge, Bremond High School in Bremond, Texas will receive an interactive school assembly featuring an NFL player.

In addition, Hanna Heine, a recent graduate of Assumption High School in Louisville, Kentucky has been named the winner of the It's 21. Just Pass online video forum and will receive two tickets to an NFL game. Her video poignantly tackled the dangers and consequences of drunk driving by depicting a teenager on spring break who is killed in a car accident after drinking at a party. To view Hanna's video, visit: [www.its21justpass.com](http://www.its21justpass.com).

"WSWA is pleased with the great participation from schools around the country in the first year of the It's 21. Just Pass initiative," said Craig Wolf, President and CEO, Wine & Spirits Wholesalers of America. "The fact that students in many different types of schools, representing many different types of communities in 46 states chose to educate themselves about the legal drinking age is cause for optimism. High school students across the nation are now better informed about the consequences of underage drinking through this unique program, made possible by our partnership with the NFLPA and Discovery Education."

"We are proud to join with WSWA and Discovery Education to recognize the achievements of these high school students," said George Atallah, NFLPA Assistant Executive Director External Affairs. "All participants in the It's 21. Just Pass initiative took an important step in expanding their knowledge about the laws and consequences of underage drinking."

"Discovery Education, along with WSWA and the NFLPA, are proud of the students who participated in the It's 21. Just Pass initiative's online quiz and video forum, and hope that they will serve as positive role models for their peers," said Mary Rollins, Vice President of Education Partnerships, Discovery Education.

The It's 21. Just Pass initiative launched February 2, 2010. The online quiz challenge and video forum were open for submissions until April 15, 2010, and participants were encouraged to complete the online quiz challenge as often as once a day in order to boost their chances of winning. To learn more about It's 21. Just Pass, visit [www.its21justpass.com](http://www.its21justpass.com).