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## **[NAME OF COALITION] Launches Campaign to Educate Community on Importance of 21 Legal Drinking Age Law**

[CITY, STATE, DATE] – The [NAME OF COALITION] today launched a community-wide campaign to educate college presidents, state and local leaders and other key stakeholders about the importance of keeping the 21 minimum legal drinking age in place. This comes as more than 100 college presidents throughout the country announced their support for the Amethyst Initiative, which seeks to revisit the debate on the legal drinking age, and encourages lawmakers to lower it.

Underage drinking, particularly on college campuses is pervasive and has major repercussions but lowering the drinking age is not the solution. A wealth of evidence indicates that the 21 minimum legal drinking age has improved public health and safety. Since the 21 drinking age law was implemented, the National Highway Traffic Safety Administration estimates that nearly 25,000 lives have been saved. In addition, more than 50 peer-reviewed studies have found that increasing the drinking age significantly lowers alcohol-related fatalities.

“Research clearly indicates that lowering the drinking age will not lead to decreases in alcohol use and abuse rates, but it will almost certainly normalize alcohol use among youth, and exacerbate problems that already exist,” said [NAME OF COALITION LEADER], [TITLE]. “It’s important that college presidents and lawmakers understand the facts about the 21 legal drinking age law before they even consider discussing this issue.”

The campaign will include sending letters to all college presidents who signed on to the Amethyst Initiative, op-eds in local newspapers, meetings with local university leaders to discuss the issue and explain the facts.

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[NAME OF COALITION] is one of hundreds of public health organizations that oppose lowering the legal drinking age. Community Anti-Drug Coalitions of America (CADCA), a national organization that represents more than 5,000 community-based substance abuse prevention organizations across the country, and Mothers Against Drunk Driving (MADD) both oppose the Amethyst Initiative and are working on a national campaign called “Support 21” to educate decision-makers about the importance of maintaining the legal drinking age at 21.

**About [NAME OF COALITION]**

[DESCRIPTION GOES HERE]

More information about the Support 21 initiative is available at [www.cadca.org](http://www.cadca.org).

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