

**IT'S 21.
JUST PASS.**

WWW.ITS21JUSTPASS.COM

COMMUNITY OUTREACH

It's 21. Just Pass. The objective of this partnership is to reach, engage and affect high school students with a powerful campaign that underscores the risks and consequences of underage drinking.

As a local wholesaler, it's important that you establish, or continue to maintain a positive presence in your community, and promote the responsible use and consumption of alcohol beverage products for those who are over 21. Let *It's 21. Just Pass.* give you the means you need to be proactive. Here are some ideas to get you started promoting this important and exciting initiative:

- Send a [customizable letter](#) to your local school district administrator
- Send a [customizable letter](#) to your local newspaper
- Include a [customizable article](#) in your company's e-newsletter
- Offer to co-host a public service event with prominent community leaders at a local high school
- Hand out customizable flyers at community events such as:
 - A town hall meeting
 - A PTA or school board meeting



NFL PLAYERS
ASSOCIATION

