



**Beverage Alcohol Community Information Council**

4250 N. Drinkwater Blvd, Suite 350

Scottsdale, Arizona 85251

CONTACT: Paula Bugg || 602.307.9134 x:113 || [OwnUpArizona@gmail.com](mailto:OwnUpArizona@gmail.com)

FOR IMMEDIATE RELEASE

**Own Up Arizona Launches 3<sup>rd</sup> Annual Free Ride to Prom Contest**

March 30, 2016

Scottsdale, Arizona – The Own Up *Win a Free Ride to Prom* contest has officially launched! This year marks the third annual contest for Arizona high school students’ chance to win a ride to prom. The Own Up campaign is sponsored by the Beverage Alcohol Community Information Council (BACIC) and the Governor’s Office of Highway Safety (GOHS).

The contest will run from March 23<sup>rd</sup> to April 11<sup>th</sup>, with the contest winner being announced on Friday, April 15<sup>th</sup>. This contest requests students around the valley to own up by taking the pledge against underage drinking, as well as a fun Instagram contest of a pic or short video showing the student(s) holding an “I Own Up” poster, and a few brief statements as to what it means to them to own up by saying no to underage drinking. Specific rules are listed on the [ownuparizona.org](http://ownuparizona.org) website, as well as Instagram and Facebook.

This year’s winner will receive a luxury ride to their prom! Generously donated by Driver Provider.

The Governor’s Office of Highway Safety Director Alberto Gutier said, “It is always important for teens to avoid drinking alcohol underage and driving as a principle. We find it especially important to spread this message around this time of the year with prom and graduation season. GOHS believes the Own Up campaign is essential for our community.”

BACIC President, Steve Chucri, discussed the importance of the Own Up campaign and this contest to teens. “This contest is unique because it really gets teens excited about being responsible. It shows them that you don’t have to consume alcohol to have fun at prom.” The Own Up website offers resources, blogs, debate forums, videos, activities and facts to help drive the conversation for families to have about responsible drinking. “This program is about reminding parents, teachers, and teens that owning up against underage drinking is the vital for our entire community to thrive,” Chucri said.

For more information, questions, and ways to be involved and to take the *Own Up Pledge*, please visit [www.OwnUpArizona.org](http://www.OwnUpArizona.org).

