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SADD liquor bag campaign invites students to create messages on dangers of impaired driving

Contest winner's design to be on 1 million liquor bags

This holiday season, Alberta's youth are putting their pencils to paper to draw the line on drinking and driving.

Since 2012, Students Against Drunk Driving (SADD) Alberta, in partnership with the Alberta Gaming and Liquor Commission (AGLC), has coordinated their liquor bag campaign, whereby Alberta students from kindergarten to grade 12 can personalize a message about the dangers of impaired driving on a paper liquor bag.

Alberta teachers and community supporters are encouraged to order their free liquor paper bags, which will serve as a blank canvas for students' artwork, from now until December 16. The completed bags are then dropped off at local liquor stores by school staff as a visual reminder to customers not to drink and drive this holiday season. Last year, more than 60,000 bags were ordered and distributed to 256 schools.

Students can also enter the Liquor Bag Design Contest, with a chance to win 1 of 10 prizes, ranging in value from \$100-500. The overall winner will also have their design printed on one million bags, which will be distributed to Alberta liquor stores for use beginning the May 2017 long weekend. Students are encouraged to share their bag design on Instagram using the hashtag **#SADDbag**.

For more information on the campaign and contest or to order paper liquor bags, please visit www.SADDalberta.com.

Related information

SADDalberta.com

Multimedia

[2016 Overall Contest Winner's Design](#)

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