

CONTACT: Kurt Gregory Erickson
President

PHONE: W. 703-893-0461
MOBILE. 703 / 625-2303

FOR IMMEDIATE RELEASE
April 5, 2014

AREA NONPROFIT LOOKING TO
HONOR WASHINGTON-METRO YOUTH FOR
THEIR FIGHT AGAINST TEEN DRINKING

AWARDS PROGRAM TO HONOR LOCAL STUDENT
GROUPS DOING “THE RIGHT THING”

***** APPLICATION DEADLINE EXTENDED TO APRIL 28TH FOR MAY 2014 AWARDS EVENT *****

Washington, D.C., April 5 – A local, nonprofit alcohol-education group is looking to award Washington-metropolitan area high school student groups with honors for their efforts in fighting underage drinking.

Calling it recognition of high school students “doing the right thing,” the nonprofit Washington Regional Alcohol Program (WRAP) will be presenting its 2014 GEICO Student Awards at a regional awards ceremony next month and is accepting applications for the honors through Monday, April 28, 2014.

(2014 application available online at <http://www.wrap.org/files/youthOutreach.htm>. There is no cost to enter the regional competition.)

The GEICO Student Awards, now in their 22nd year, are annually presented by WRAP to high school student groups in the District of Columbia, in the Maryland counties of Montgomery and Prince George’s and in the Northern Virginia counties of Arlington, Fairfax, Loudoun and Prince William and whom are promoting alcohol and drug-free lifestyles to their peers.

The popular awards – including cash prizes up to \$ 1,000 -- are judged by a panel of area substance abuse prevention professionals including representatives from local traffic safety organizations and prevention coalitions.

Student groups are judged on their leadership, effectiveness, innovation and involvement of both the student body and community in their efforts to prevent underage drinking. Activities of past winning groups have included a variety of creative initiatives including: signing “pledges” to refrain from alcohol and drug use during prom season; active

use of social media to promote healthy lifestyles; organizing alcohol-free teen social events; and reenactments demonstrating the devastating effects of alcohol.

WRAP will present this year's GEICO Student Awards at a regional ceremony on Friday, May 16, 2014 at Maggiano's Little Italy in Washington, D.C. and where entering student groups will be feted with a complementary lunch, interactive activities, information sharing and guest speakers. Winning student groups will receive both plaques and monetary awards from GEICO to have the student groups continue their efforts of keeping their peers on the right track.

Last year's winning school groups included: Eleanor Roosevelt High School's Students Against Destructive Decisions Club, Prince George's County, Maryland (1st Place); Academy of the Holy Cross' Students Against Destructive Decisions Club, Montgomery County, Maryland (2nd Place); and West Potomac High School's Student Government Association, Fairfax County, Virginia (3rd Place).

“According to National Highway Traffic Safety Administrative figures, nearly one-third (32%) of all teen drivers killed in fatal crashes in the U.S. in 2011 had been drinking,” said Kurt Gregory Erickson, WRAP's President. ***“Winners of WRAP's GEICO Student Awards represent the front line in the fight against underage drinking in Greater Washington and we commend their efforts in this far from won battle.”***

Founded in 1982, the Washington Regional Alcohol Program is an award-winning public private partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, SoberRide®.

For more information, visit WRAP's web site at www.wrap.org.

#