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FOR IMMEDIATE RELEASE

U-TURN CAMPAIGN CHALLENGING PSU STUDENTS TO “THINK AGAIN”
The Pennsylvania DUI Association brings social norm campaign to Penn State

HARRISBURG, Pa. (September 2, 2009) – The Pennsylvania DUI Association is bringing its U-Turn campaign to Penn State University. The U-Turn campaign is aimed at reducing underage drinking and underage DUI across the commonwealth. The U-Turn campaign challenges 16-to 20-year-olds to “think again” and help eliminate life-changing and deadly behaviors associated with underage drinking.

The U-Turn lounge will be at “Penn State Football Eve” on Friday, September 5, from 4 p.m. to 6 p.m. and at the corner of the Bryce Jordan Center and Curtain Road on game day from 8 a.m. to noon (<http://www.pullayouee.com/events/PSU-090409.aspx>). The U-Turn lounge will provide a place for students to hang out with their friends, listen to music and check out www.pullayouee.com. They can even upload pictures and videos or post comments to the Web site directly from the U-Turn lounge. Students will also get a free U-Turn t-shirt for filling out a short survey and can enter to win a \$25 Visa® gift card.

The U-Turn campaign is all about empowerment. U-Turn gives you the power to make better choices and change lives. U-Turn challenges you to rethink your perceptions about alcohol use and underage drinking and DUI.

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U-Turn consists of events, online interaction, music, fashion and videos. Pullayouee.com is where the U-Turn campaign resides on the Web. There, students can interact with each other, post pictures of U-Turn events, submit their own public service announcements (PSAs) and, most importantly, find information that debunks underage drinking myths. In addition, students can stay involved with the U-Turn movement by subscribing to its Facebook page (facebook.com/PaUturn) or via Twitter (PAUTURN).

The U-Turn Video Contest invites students to use their creative talents to produce their own thirty-second video that incorporates the U-Turn theme. All entries will be posted on the U-Turn Web site and the winning entries will be distributed to the media in March of 2010. To learn more about the U-Turn Video Contest click on www.pullayouee.com. The registration deadline is October 16, 2009 and the entry deadline is November 16, 2009.

The PA DUI Association's U-Turn campaign is subsidized by a grant from the Pennsylvania Commission On Crime & Delinquency through the Substance Abuse Education and Demand Reduction Fund. If you have an existing event or would like U-TURN to host an event in your town, visit www.pullayouee.com and let us know what's happening and how we can get involved.

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The Pennsylvania Driving Under the Influence Association is a professional non-profit organization which is working to address the DUI problem in all of its many stages -- from prevention to enforcement up to, and including, adjudication and rehabilitation. Its mission is to provide information, direction, training and support with the purpose of working toward the elimination of impaired drivers and the harm that they can cause. All Pennsylvanians are reminded they can stop underage drinking parties planned, in progress or nuisance establishments by calling 1888-UNDER-21. For more information, visit www.padui.org.