

TEAM DUI

PENNSYLVANIA DUI ASSOCIATION

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FOR IMMEDIATE RELEASE

PUBLIC SERVICE ANNOUNCEMENT (PSA) VIDEO CONTEST CHALLENGING STUDENTS TO THINK AGAIN

The Pennsylvania Driving Under the Influence Association kicks off PSA video contest

HARRISBURG, Pa. (August 20, 2009) – The Pennsylvania Driving Under the Influence Association announced today that it will be conducting a PSA video contest for high school and college students this fall. The video contest is part of its U-Turn campaign (www.pullyouee.com) aimed at reducing underage drinking and driving across the commonwealth. Underage drinking and driving resulted in twenty-one percent (21%) of driver deaths in the 16 to 20 age group in 2007.

The U-Turn PA Video Contest invites students to use their creative talents to produce their own thirty-second television commercial that incorporates the U-Turn theme, “think again.” U-turn leverages real statistics to shatter the myths surrounding common behavior in 16 to 20 year-olds and challenges them to “think again” and make a 180-degree shift from what they believe to be true.

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. Winners will also receive a personalized U-Turn party for their school or friends. To learn more about the U-Turn PSA Video Contest click on <http://pullyouee.com/psavideo/>. The registration deadline is October 16, 2009 and the entry deadline is November 16, 2009.

“The goal is to initiate a dialogue with our target audience that will make them think again about decisions they are making based on false perceptions,” says Felicity DeBacco-Erni, director of

Pennsylvania Against Underage Drinking (PAUD) and Students Against Destructive Decisions (SADD) for the Pennsylvania DUI Association. "The PSA video contest is the perfect medium for students to create their own U-Turn message to talk to other students."

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 drinking and driving myths. In addition, students can stay involved with the U-Turn movement by subscribing to its Facebook page, (facebook.com/PaUturn).

The campaign is part of a grant awarded to the Pennsylvania DUI Association from the Pennsylvania Commission on Crime and Delinquency. This grant is funded through Substance Abuse Education and Demand Reduction Funds (SAEDRF).

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.

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