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**PREVENTION NETWORK and WEGMANS  
JOINTLY PROMOTE SAFE BACK TO SCHOOL SEASON**

Syracuse, NY—Prevention Network announced today that it has joined forces with Wegmans again to promote an underage drinking prevention program during the back to school season. The joint initiative—which features publicity posters sponsored by Wegmans—is an ongoing effort to warn teens of the dangers of underage drinking and the role of adults in making this effort successful.

Nearly 500 publicity posters featuring the slogan, “**Only leaves should be falling down...our teens won’t be underage drinkers,**” will be installed in schools, public libraries, storefronts, community centers, DMV offices, and Wegmans stores throughout the month of October. Prevention Network teamed up with Wegmans last spring to promote a safe prom and graduation season and in December 2005 to promote a safe holiday season.

Prevention Network began the *Underage Drinking Initiative* in April 2005 to address the critical issue of teen drinking. At that time, the agency established an underage drinking action council comprised of concerned parents and teens, school personnel, law enforcement officials, and representatives of the media, to raise community awareness of the problem. Action council member Greg Daily of Fayetteville designed the campaign posters.

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*Prevention Network is a not-for-profit agency that educates, trains, and provides prevention services pertaining to substance use, abuse, and addictions to the central New York community. For over 50 years, the agency has assisted individuals, families, schools, and businesses through helpful information and training, anonymous referrals, and support services to assure positive outcomes.*