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***Raise Your Voice! You Can Save a Life! Campaign***  
**for National Collegiate Alcohol Awareness Week**  
**Challenges Students to Prevent Alcohol Abuse and Impaired Driving**

**Denver, CO, August 22, 2011** – The BACCHUS Network™, a leading national nonprofit organization focused on addressing health and safety issues through peer education on college campuses, is proud to announce the release of the *Raise Your Voice! You Can Save a Life!* Campaign.

In October, college and university students will join with their peers on more than 800 campuses across the country to promote National Collegiate Alcohol Awareness Week (NCAAW), October 16-22. During NCAAW, students have the opportunity to participate in a variety of awareness and educational events, all designed by the campus' peer education group to reinforce personal responsibility and respect for current state laws and school policies when it comes to the consumption of alcohol beverages. This includes programs about preventing impaired and drugged driving.

NCAAW has grown to become the largest single event in all of academia because students take ownership in designing and implementing this observance for their campus communities. This week also provides campuses the opportunity to showcase healthy lifestyles free from the abuse or illegal use of alcohol and to combat negative stereotypes of college drinking behavior.

"NCAAW is a focused event for campuses to address alcohol abuse and impaired driving prevention efforts," said Janet Cox, President and CEO of The BACCHUS Network™.

"Ultimately, campuses need to educate students about excessive drinking and consequences that can occur on both personal and campus-community levels. All college and university offices need to empower students to take responsibility for their own decisions and the campus environment when it comes to alcohol. Participation in NCAAW helps students and a variety of college administrators work together to increase awareness and strengthen year-round prevention efforts. We have to engage and empower students to take care of themselves and each other."

NCAAW is promoted by the Coalition of Higher Education Associations for Substance Abuse Prevention (CoHEASAP, [www.collegesubstanceabuseprevention.org](http://www.collegesubstanceabuseprevention.org)). This coalition of 20 higher education associations is dedicated to promoting education, prevention, research, networking, and national initiatives to help eliminate substance abuse and the problems it causes on our college and university campuses. The BACCHUS Network is one of the member associations of the Task Force.

College administrators play a vital role in working with students to educate them about alcohol.

"We need to do a better job of showing college students - particularly new students - that most of their peers are not abusing alcohol and most are making healthy and safe decisions," said Andrea Zelinko, Director of Alcohol Abuse and Impaired Driving Prevention Initiatives.

"Students want to fit in and follow campus norms. If we incorrectly lead them to believe that everyone is getting drunk on a regular basis, then that's what they will do. We have a responsibility to enforce campus policies, to educate students about lower-risk drinking, and to help them develop the skills to adopt lower-risk drinking behaviors, including the choice to not drink. We need to inform students that the majority of their peers are engaging in healthy choices and responsible behavior when it comes to alcohol. Then, we can begin changing attitudes and behavior."

The 2011 NCAAW Campaign "*Raise Your Voice! You Can Save A Life!*" theme developed by The BACCHUS Network contains a message of student empowerment through decision-making that is safe and healthy. It encourages students to take care of friends, to call for help if concerned about alcohol poisoning, and to take proactive steps to stay safe in social situations where alcohol may be present. The messages support personal responsibility and practical safety tips about avoiding excessive drinking, not driving after drinking, and not riding with a driver who has been drinking.

NCAAW activities vary from campus to campus, but typically include informative presentations and social events that promote responsibility and healthy, safe decisions about alcohol. For additional information, visit at the CoHEASAP Web Site [www.collegesubstanceabuseprevention.org](http://www.collegesubstanceabuseprevention.org), For NCAAW campaign materials and alcohol abuse and impaired driving prevention resources, visit [www.bacchusnetwork.org](http://www.bacchusnetwork.org)