



For Immediate Release

April 26, 2010

Jacobs Produces a PSA Video that will be seen in Saratoga County movie theatres beginning in May.

Clifton Park, NY -- Alicia Jacobs of AJ Management, an Emmy Award winning tv producer, wrote and produced a :15 second public service announcement (PSA) video on Underage Drinking. The PSA was filmed in locally and will be seen in movie theatres in Saratoga County starting in May - during prom and graduation season. The purpose of the PSA is to promote the 1-866 under 21 hotline... as an anonymous call for anyone who sees a party in progress, hears about one, or witnesses someone serving a minor.

Awareness campaigns can heighten sensitivity to certain issues and perhaps avoid tragedies. With proms and graduations around the corner, some underage teenagers might be tempted celebrate with alcohol. Hopefully, a new PSA will discourage both teens and adults from making a choice that could impact their life with consequences. According to the Centers of Disease and Control, alcohol is the most commonly used and abused drug among youth in the United States, more than tobacco and illicit drugs.

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For more information:

http://www.troopers.state.ny.us/Traffic_Safety/Underage_Drinking/

http://www.cdc.gov/Alcohol/quickstats/underage_drinking.htm

Behind the scenes photos are available upon request.