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Jessica Hinterlong '11

Illinois Wesleyan University

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0013 Alcohol Program Begins in Bloomington-Normal

September 15, 2010

BLOOMINGTON, Ill. – As part of an alcohol program, Illinois Wesleyan University students and college students throughout the Bloomington-Normal community will see the 0013 logo across their campus this school year, to remind them to drink responsibly. This program, orchestrated by the Bloomington-Normal Community Campus Committee (BNCCC), aims to decrease alcohol-related consequences at Illinois Wesleyan, Illinois State University, Heartland Community College and Lincoln College, Normal campus.

The 0013 logo stands for 0 driving under the influence, 0 underage drinking, 1 alcoholic beverage per hour and 3 drinks a day max if you choose to drink. The slogan is meant to encourage responsible alcohol consumption among Bloomington-Normal residents in order to create a common social norm.

The program will be promoted through a series of on-campus ad campaigns at IWU including flyers and table tents around campus, commercials on Titan TV, WESN, campus radio and announcements on pipeline.

Darcy Greder, associate dean of student affairs and co-curricular programming, describes the program as non-judgmental. “The 0013 program is not dictating what students should and should not do,” said Greder. “Instead, it provides students with an alternative way of thinking about alcohol use and it puts the responsibility in their hands.”

The BNCCC is one of the first organizations in the area to debut the 0013 program to the 28,000 students attending universities in Bloomington-Normal.

“We are pleased and proud to share two broad-based efforts aimed at reducing high risk drinking among Bloomington and Normal students,” said BNCCC Co-Chair Jeff Fritzen, “and research has shown that by creating coalitions that involve all stakeholders across the community, addressing the environmental factors that encourage excessive alcohol use and creating active prevention and intervention programs both on and off campus, high-risk student drinking and the problems that go with it can be significantly reduced.”

Contact: Jessica Hinterlong '11, (309) 556-3181