

News Release

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America's Beer Distributors Recognize National Alcohol Awareness Month

OKLAHOMA CITY, OK, APRIL 1, 2015 - Throughout the month of April, the [National Beer Wholesalers Association \(NBWA\)](#) in coordination with state beer distributor associations, including the Beer Distributors of Oklahoma (BDO), will be recognizing [Alcohol Awareness Month](#), as highlighted by the U.S. Health and Human Services Substance Abuse and Mental Health Services Administration (SAMHSA), to raise awareness about alcohol abuse.

“Alcohol is a unique product that is not for everyone,” said NBWA president and Tulsa native Craig Purser. “National Alcohol Awareness Month is an appropriate time to recognize that alcoholic beverages need to be effectively regulated to help combat abuse and to ensure they do not end up in the hands of those under the legal drinking age. Responsibility begins with effective regulation, and the United States has had [a time-tested system of alcohol regulation](#) in place for more than eight decades – a system that allows the [states to decide how best to regulate](#) and track alcohol.”

NBWA is advocating for Congress to reauthorize the [Sober Truth on Preventing \(STOP\) Underage Drinking Act](#). The STOP Act, which became law in 2006, highlighted health and safety concerns related to underage drinking and provided funding for state initiatives to address such problems. It also authorized a national media campaign, new grant programs and research to combat underage drinking. Additionally, it formally established and funded the federal Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD), chaired by SAMHSA, to help coordinate the various federal agencies involved in alcohol issues.

“The [STOP Act](#) is a proven piece of legislation that combats the consequences of underage drinking while affirming the regulatory value of today’s state-based system of alcohol regulation,” said Brett Robinson, BDO president. “This landmark legislation recognizes that alcohol is different than other consumer products and is best regulated by the states, consistent with the 21st Amendment.”

“Alcohol is not like other consumer products and can have consequences if abused. That’s why beer distributors are regulated and work to take steps to ensure the safe and legal sale of alcohol, fight efforts to weaken [regulations that provide a safe and orderly marketplace](#) and participate in programs that promote alcohol education and responsible consumption only by adults of legal drinking age,” Robinson noted.

The [130,000 men and women of the American beer distribution industry](#) work to encourage responsible consumption and to eliminate alcohol abuse of all types, including drunk driving and the underage purchase and consumption of alcohol.

NBWA and BDO encourage parents, educators and community leaders to join efforts to encourage responsible and legal consumption by utilizing SAMHSA resources that can help educate young people about the dangers of underage drinking and the importance of making smart decisions. More information about these resources can be found at www.stopalcoholabuse.gov.

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Founded in 1938, the purpose of the Beer Distributors of Oklahoma is to provide leadership which enhances the independent beer wholesale business; to advocate before government and the public on behalf of its members; to encourage the responsible consumption of beer and to provide programs and services that will enhance members’ efficiency and effectiveness.

The National Beer Wholesalers Association (NBWA) represents the interests of America’s 3,300 licensed, independent beer distributor operations in every state, congressional district and media market across the country. Beer distributors are committed to ensuring alcohol is provided safely and responsibly to consumers of legal drinking age through the three-tier, state-based system of alcohol regulation and distribution. To learn more about America’s beer distributors, visit www.AmericasBeerDistributors.com. For additional updates from NBWA, follow [@NBWABeer](#) on Twitter, watch NBWA videos on www.youtube.com/NBWABeer and visit www.facebook.com/NBWABeer.