

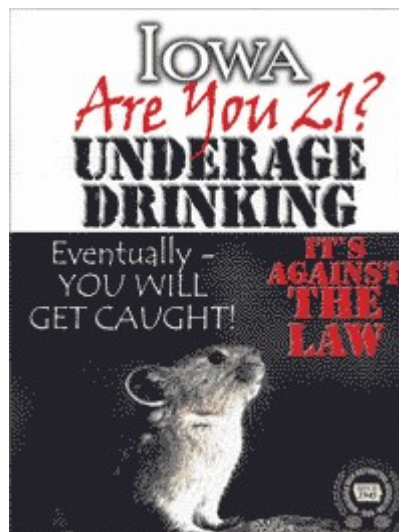
## ADVOCATES OF DRINKING RESPONSIBLY

IWBDA members are committed to being “part of the solution” in the prevention of alcohol abuse, reducing drinking and driving and illegal underage drinking. The Association sponsors and endorses several programs targeting underage drinking. In addition to specific IWBDA program efforts, wholesalers throughout Iowa support local community efforts to combat alcohol abuse and help deliver many quality supplier sponsored “responsible use” programs.

Brewers and wholesalers do not want the business of underage youth period. They are working cooperatively to provide point-of-sale materials to help in checking ID’s and to reinforce the responsibility message.

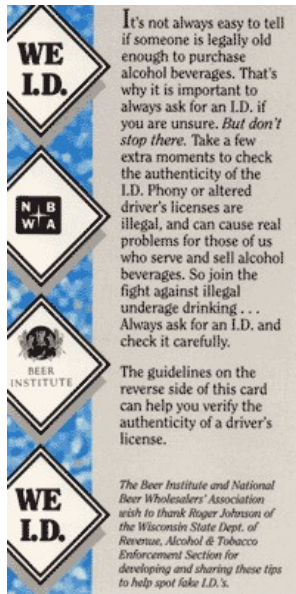
### ARE YOU 21? POSTERS

*The Are You 21?* poster campaign will put highly visible posters in retail outlets across the state reminding consumers that they must show proof of legal drinking age before they will be allowed to purchase alcoholic beverages. It is our intent to help retailers get the message out that 21 means 21. If they are not of legal age, they cannot buy beer. The campaign has been endorsed by the Governor's Office on Drug Control Policy (formerly the Governor's Alliance on Substance Abuse).



### WE I.D.

Click here to [download poster](#).

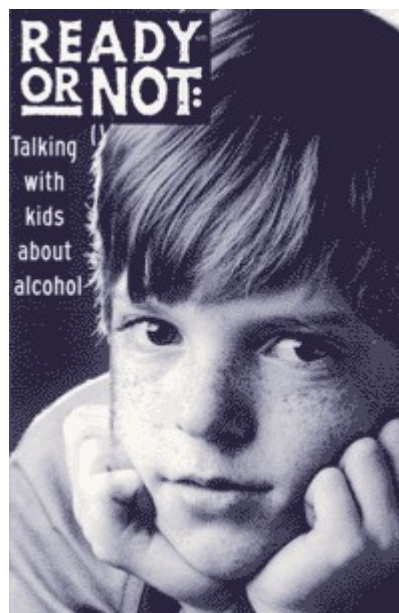


This pocket-size information card is a joint project of the National Beer Wholesalers of America and the Beer Institute. It contains tips for retail clerks and alcohol servers to better enforce the laws prohibiting underage purchases. If you are a retailer and would like to get a quantity of WE I.D. cards for your employees, contact us at [cheryl@iwbda.org](mailto:cheryl@iwbda.org).

### "READY OR NOT"

“Ready or Not” is a community program of The Century Council in partnership with the Boys & Girls Clubs of America. "Ready or Not" is an innovative and timely video educational program to help parents and adults who work with middle school children (ages 10 to 14) to prevent illegal underage drinking. Contact

IWBDA or the Century Council (202) 637-0077 for more information.



---

**Contact the IWBDA Staff:**

Sheila Douglas, Executive Director - [sheila@iwbda.org](mailto:sheila@iwbda.org)  
Cheryl Sinclair, Administrative Assistant - [cheryl@iwbda.org](mailto:cheryl@iwbda.org)

---

[About our Industry](#) ~ [Just the Facts](#) ~ [Alcohol Education](#)  
[Signs of Progress](#) ~ [Industry Links](#) ~ [Members Area](#) ~ [Home](#)

---

[Printer Friendly Version Of This Page](#)

Site design and hosting by:



[Contact ZebraHost](#)