



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION

FREDRIC L. WOOTON, COMMISSIONER

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FOR IMMEDIATE RELEASE

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Winning Schools Announced

Statewide Underage Drinking Prevention Contest

Charleston, W.Va. – Nearly 350 students representing 29 schools from across the state, submitted 51 video entries for the West Virginia Alcohol Beverage Control Administration’s (WVABCA) 12th Annual NO School Spirits PSA (Public Service Announcement) contest.

The NO School Spirits PSA contest is an educational program designed to prevent underage drinking. Students create videos that highlight the dangers of underage alcohol consumption. Topics include drinking and driving, alcohol poisoning, violence, academic and athletic failure. WVABCA Commissioner Fred Wooton said, “Involving our youth in a program to prevent underage drinking can be an effective tool to save lives.” Wooton added, “if we save just one life the program is well worth it.”

Winners this year:

- 1st Place - \$5,000 - Point Pleasant High School in Mason County
- 2nd Place - \$2,500 - Wheeling Central Catholic High School in Ohio County
- 3rd Place - \$1,000 - Wirt County High School
- 4th Place - \$750 - Morgantown High School in Monongalia County
- 5th Place - \$750 - Robert Bland Middle School in Lewis County

The first-place winner, Point Pleasant High School, will have their PSA aired on social media, television and radio stations during the 2025 prom and graduation season. In addition, the WVABCA is planning to hold award ceremonies for the winning schools this spring.

The NO School Spirits PSA contest is funded by grants from the National Alcohol Beverage Control Association (NABCA), State Farm®, and the Governor’s Highway Safety Program.

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The mission of the West Virginia Alcohol Beverage Control Administration is to regulate, enforce, and control the sales and distribution, transportation, storage, and consumption of alcoholic liquors and nonintoxicating beer as mandated by the West Virginia Liquor Control and Nonintoxicating Beer Act.