



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION

FREDRIC L. WOOTON, COMMISSIONER

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Winning Schools Announced Statewide Underage Drinking Prevention PSA Contest

Charleston, W.Va. – Over 300 students from 31 schools across the state competed in the West Virginia Alcohol Beverage Control Administration's (WVABCA) 13th Annual NO School Spirits PSA (Public Service Announcement) contest.

The NO School Spirits PSA contest is an educational program designed to prevent underage drinking and recognize the proactive steps students take to be safe. Students create videos that highlight the dangers of underage alcohol consumption such as drinking and driving, alcohol poisoning, depression, 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.”

Winners this year:

- 1st Place - \$5,000 - Wirt County High School
- 2nd Place - \$2,500 - Nicholas County Community and Technical Center
- 3rd Place - \$1,000 - Robert L. Bland Middle School in Lewis County
- 4th Place - \$750 - Notre Dame High School in Harrison County
- 5th Place - \$750 - Wheeling Central Catholic High School in Ohio County
- 6th Place - \$500 - Mingo Central High School

Funding for the NO School Spirits PSA program is provided by State Farm® and the National Alcohol Beverage Control Association (NABC). The first place winning PSA will air on social media, television and radio during the 2026 prom and graduation season. In addition, the WVABCA will hold award ceremonies for the winning schools this spring.

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About WVABCA:

The West Virginia Legislature created the West Virginia Alcohol Beverage Control Administration in 1935. The WVABCA was organized to give effect to the mandate of the people expressed in the repeal of the state prohibition amendment and to assure the greatest degree of freedom that is consistent with the health, safety, and good morals of the people of West Virginia. The Mission of the WVABCA 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.