



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION

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PRESS RELEASE

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Nicholas County Career & Technical Center winning PSA

CHARLESTON, WV – The West Virginia Alcohol Beverage Control Administration (WVABCA) is excited to announce Nicholas County Career & Technical Center as the second-place winner of the 13th annual NO School Spirits Public Service Announcement (PSA) contest. This year, the contest received 46 video PSAs from nearly 350 students, all focused on the dangers of underage drinking and drinking and driving.

New this year, both the first place PSA created by Wirt County High School students and the second-place PSA will be broadcast on social media and television from mid-April to mid-June. This timeframe strategically aligns with National Alcohol Awareness Month (April) and the prom and graduation season.

A special awards event is scheduled for April 24th at 10:30 a.m. at Nicholas County Career & Technical Center. The \$2,500 second-place award will be presented to the CTC student body during an event with honored guests.

WVABCA Commissioner Fred Wooton emphasized the importance of the program, stating “If this program saves the life of one student, it is well worth it.” Underage drinking and drinking and driving can result in life-changing events. Wooton acknowledged the partners whose support is vital for continued WVABCA educational initiatives. Wooton added, “Our education programs would not be possible without funding from State Farm®, the National Alcohol Beverage Control Association (NABCA), and the West Virginia Governor’s Highway Safety Program.”

Additional 2025-2026 winning schools:

1st Place (\$5,000.00) – Wirt County High School; 3rd Place (\$1,000.00) – Robert L. Bland Middle School; 4th Place (\$750.00) – Notre Dame High School; 5th Place (\$750.00) – Wheeling Central Catholic High School; and 6th Place (\$500.00) – Mingo Central High School.

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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.