



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION

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Winning Schools Announced Statewide Underage Drinking Prevention PSA Contest

Charleston, W.Va. – Over 450 students, representing 37 high schools and middle schools from across the state, submitted 67 video entries for the West Virginia Alcohol Beverage Control Administration’s (WVABCA) 11th 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 to recognize the proactive steps students take to be safe. Students take part in developing videos that highlight the dangers of underage alcohol consumption. West Virginia’s youth address negative consequences of underage alcohol consumption, such as drinking and driving, alcohol poisoning, 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.”

The PSA contest this year saw a 15% increase in entries received and a 10% increase in student participation. WVABCA Commissioner Fred Wooton said, “Clearly the program is successfully serving a great need and public interest continues to grow. The contest was very competitive this year with many high-quality video entries.”

Winners this year:

- 1st Place - \$5,000 - Shady Spring High School in Raleigh County
- 2nd Place - \$2,500 - Harman School in Randolph County
- 3rd Place - \$1,000 - Wheeling Central Catholic High School in Ohio County
- 4th Place - \$750 - Tolsia High School in Wayne County
- 5th Place - \$750 - Grafton High School in Taylor County

Funding for the NO School Spirits PSA program is provided by State Farm® and the National Alcohol Beverage Control Association (NABCA). The year’s first place winner, Shady Spring High School will have their video entry aired on television and radio stations across the state during the 2024 prom and graduation season. In addition, the WVABCA is planning to hold award ceremonies for the winning schools to unveil the PSA and highlight the winning videos. These events are being planned for April to coincide with the PSA release and National Alcohol Awareness Month.

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