

*****FOR IMMEDIATE RELEASE*****

April 18, 2008

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**TEENS SPEAK OUT AGAINST
ALCOHOL PROMOTION AT
“BRIDGE TO BRIDGE” EVENT!**

Students from the Hillsboro community are protesting the re-naming of the “Bridge to Bridge” run/walk Sunday, April 20th and its gratuitous focus on alcohol.

Terrapin Events, the run/walk organizers, have changed the name to “Bridge to Bridge...to Brews” and the start and finish points have been relocated to the Widmer Brother’s Brewery at 929 N Russell.

Furthermore, a beer glass has been added to the event logo, dwarfing the bridge behind it.

The teens and their supporters will be gathering at 8:30 a.m. Sunday near the Widmer Brothers Brewery and will be wearing hand-made shirts that read, “Bridge to Bridge... to healthy norms.”

“Terrapin Events took a really positive event, one that encouraged kids to be active and social, and made it all about alcohol,” said high school junior, Jenny Parkyn. “And adults wonder why kids start using alcohol at such a young age. We see it promoted everywhere in our community.”

The students will be asking race participants to sign postcards addressed to Terrapin Events, requesting that the name be changed back to “Bridge to Bridge.”

April is Alcohol Awareness Month and these students want to make the community aware of the impact that role modeling can have on underage drinking. Students point out that this is a family event (In addition to an 8 and 10k, there is also a kids’ ½ miler) and that all of the attention on alcohol teaches kids that exercise is only fun when alcohol is involved.

“We want to remind our role models to consider the messages that they’re sending and to keep alcohol in its place...” summarizes student, Karl Schilasky, “...as a side note, not the prize.”

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