



**For Immediate Release**  
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**THA Launches Multi-Pronged Initiative in Fight Against Underage Drinking**  
*Lawmakers Spread “We Don’t Serve Teens” Message, THA Web Site Provides Tools to Retailers*

AUSTIN - The Texas Hospitality Association (THA) today announced a new, statewide initiative to fight underage drinking that includes video presentations on THA’s updated web site as well as educational outreach by members of the Texas Legislature.

“Underage drinking is unsafe, illegal and irresponsible and Texas businesses will not tolerate it. THA’s new campaign is the latest effort to assist any business that sells or serves adult beverages and their employees in preventing teens from obtaining alcohol and to discourage teens from even attempting to purchase beverage alcohol,” said THA board member Gayle Graham of Elgin.

THA’s campaign includes:

- Elected state officials who are spreading the message in their legislative districts,
- Local promotional events,
- Educational videos on the THA’s web site ([www.texas hospitality association.com](http://www.texas hospitality association.com)), and
- The availability of point-of-sale material to all businesses that sell or serve beverage alcohol.

“State lawmakers are playing an invaluable role in the fight against underage drinking by reminding parents and retailers that they are on the front line in keeping alcohol out of the hands of teens. Legislators are raising awareness of this educational campaign to the point that is hard to ignore. THA appreciates their leadership and commitment,” said THA Legislative Director Joey Bennett.

To date, THA has coordinated the delivery of “We Don’t Serve Teens” and “Don’t Serve Alcohol to Teens” storefront posters, cash register signs, table tents and other material to more than 10,000 locations throughout Texas. Additionally, the THA web site also arms retailers and restaurants with tools to help them prevent alcohol sales to people under age 21.

The Texas Hospitality Association is a non-profit foundation whose members sell and serve beverage alcohol in Texas.

THA’s mission is to encourage the responsible sale and service of adult beverages and to fight underage drinking through public awareness campaigns and education.