



FOR IMMEDIATE RELEASE
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**CONGRESSWOMAN DEBBIE WASSERMAN-SCHULTZ
BRINGS ASK, LISTEN, LEARN TO NAUTILUS MIDDLE SCHOOL**
Program encourages kids to “say ‘YES’ to a healthy lifestyle and ‘NO’ to underage drinking”

Miami, FL — Today, Congresswoman Debbie Wasserman-Schultz partnered with The Century Council’s [Ask, Listen, Learn](#): *Kids and Alcohol Don’t Mix* program to encourage students at Nautilus Middle School to “say ‘YES’ to a healthy lifestyle and ‘NO’ to [underage drinking](#).”

“My hope is that these middle schoolers understand the decisions they make in middle school- good or bad- can have a serious impact on their success as adults,” said Congresswoman Wasserman-Schultz. “They’re the future of Florida and I want to do all I can to make sure their futures are bright!”

Congresswoman Wasserman-Schultz cheered on the middle schoolers as they enthusiastically competed for high scores in the running competition on *Ask, Listen, Learn*’s interactive game. The game enables youth to learn about the negative consequences of underage drinking and the benefits of making healthy decisions while they exercise. The premise is based on research by Harvard Medical School’s Dr. John Ratey, showing that for a person’s brain to function at its peak, the body needs to move. The multimedia program includes the game and print materials, with the website presenting a pledge to live a healthy lifestyle, online games and pages featuring *Ask, Listen, Learn Superstars*.

Nautilus Middle School Principal Allyn Bernstein commended The Century Council’s efforts to reach her students on this essential issue. “Our teachers love having *Ask, Listen, Learn* in the classroom. It’s such an effective program in the way it combines fun learning while exercising on the interactive game with serious conversations about underage drinking at home.”

“Even though the availability of alcohol to underage youth has declined for more than a decade, 30 percent of adolescents say they’ve tried alcohol by the time they reach 8th grade,” said Ralph Blackman, President and CEO of The Century Council. “We thank Congresswoman Wasserman-Schultz and all the teachers and administrators here today for helping us jumpstart this crucial conversation about the dangers of underage drinking with their students.”

About Ask, Listen, Learn

Ask, Listen, Learn is the most widely distributed alcohol education program of its kind. *Ask, Listen, Learn*’s initiatives include Asklistenlearn.com, a website that encourages kids to “say ‘YES’ to a healthy lifestyle and ‘NO’ to underage drinking” by offering kids interactive and educational games and videos. On the site kids can read about positive role models and take a [pledge](#) to make healthy choices. Parents and educators are also encouraged to visit the site for tips on how to facilitate these conversations and read [interviews](#) with gymnast Aly Raisman’s parents on how they talked to their kids about underage drinking. *Ask, Listen, Learn* is also on [Facebook](#), [Twitter](#) and [Pinterest](#) constantly promoting a healthy lifestyle message.

About The Century Council

The Century Council is a national not-for-profit leader in the fight to eliminate drunk driving and underage drinking and is funded by the following distillers: Bacardi U.S.A., Inc.; Beam, Inc.; Brown-Forman; Constellation Brands, Inc.; DIAGEO; Hood River Distillers, Inc.; and Pernod Ricard USA. Headquartered in Arlington, Virginia, The Century Council promotes responsible decision making regarding beverage alcohol and develops and implements innovative programs and public awareness campaigns which ignite action through strategic partnerships. Established in 1991, their initiatives are highlighted online at www.centurycouncil.org and www.asklistenlearn.org.