



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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**Thousands of Teens in 46 States Participate in the Inaugural *It's 21. Just Pass* Education Initiative  
Presented by the Wine & Spirits Wholesalers of America, the NFL Players Association and  
Discovery Education**

*Students from more than 700 diverse high schools nationwide engage in campaign to reinforce the message that the legal drinking age is 21*

*Prizes, including a \$5,000 scholarship, a school assembly featuring an NFL player and tickets to an NFL game, awarded to students from Texas and Kentucky*

**Silver Spring, Md.** (June 10, 2010) – More than 6,800 students representing over 700 high schools from diverse communities in 46 states participated in the inaugural year of *It's 21. Just Pass*, an educational campaign presented by the Wine & Spirits Wholesalers of America, the NFL Players Association and Discovery Education.

Designed to reinforce the message that the legal drinking age is 21, this national program challenged high school students' knowledge about the laws and consequences of underage drinking. The following school and individuals have been named the winners of this year's *It's 21. Just Pass* online quiz challenge and video forum:

Suleika Nedzelsky, a rising senior at Rio Grande City High School in Rio Grande City, Texas, has been selected as the winner of a \$5,000 scholarship based on completion of the *It's 21. Just Pass* online quiz challenge about the laws and consequences associated with underage drinking. As the school with the highest participation in the *It's 21. Just Pass* online quiz challenge, Bremond High School in Bremond, Texas, will receive an interactive school assembly featuring an NFL player.

In addition, Hanna Heine, a recent graduate of Assumption High School in Louisville, Kentucky, has been named the winner of the *It's 21. Just Pass* online video forum and will receive two tickets to an NFL game. Her video poignantly tackled the dangers and consequences of drunk driving by depicting a teenager on spring break who is killed in a car accident after drinking at a party. To view Hanna's video, visit [www.its21justpass.com](http://www.its21justpass.com).

“WSWA is pleased with the great participation from schools around the country in the first year of the *It’s 21. Just Pass* initiative,” said Craig Wolf, president and CEO, Wine & Spirits Wholesalers of America. “The fact that students in many different types of schools, representing many different types of communities in 46 states chose to educate themselves about the legal drinking age is cause for optimism. High school students across the nation are now better informed about the consequences of underage drinking through this unique program, made possible by our partnership with the NFLPA and Discovery Education.”

“We are proud to join with WSWA and Discovery Education to recognize the achievements of these high school students,” said George Atallah, NFLPA assistant executive director external affairs. “All participants in the *It’s 21. Just Pass* initiative took an important step in expanding their knowledge about the laws and consequences of underage drinking.”

“Discovery Education, along with WSWA and the NFLPA, are proud of the students who participated in the *It’s 21. Just Pass* initiative’s online quiz and video forum, and hope they will serve as positive role models for their peers,” said Mary Rollins, vice president of education partnerships, Discovery Education.

The *It’s 21. Just Pass* initiative launched February 2, 2010. The online quiz challenge and video forum were open for submissions until April 15, 2010, and participants were encouraged to complete the online quiz challenge as often as once a day in order to boost their chances of winning. To learn more about *It’s 21. Just Pass*, visit [www.its21justpass.com](http://www.its21justpass.com).

#### **About the Wine & Spirits Wholesalers of America**

The Wine & Spirits Wholesalers of America (WSWA) is the national trade organization representing the wholesale tier of the wine and spirits industry. It is dedicated to advancing the interests and independence of wholesale distributors and/or brokers of wine and/or spirits. WSWA members operate in all 50 states and the District of Columbia. These American businesses distribute 70 percent of all wines and spirits sold in the U.S., and are privately-held, family-owned operations that deliver consumer choice, product integrity and promote responsible consumption.

#### **About the NFL Players Association**

The National Football League Players Association is the exclusive collective bargaining agent for all players employed by clubs of the National Football League, and is governed by a volunteer board of active NFL players elected by their teammates on each team. Founded in 1956, the Association works to ensure that the rights and interests of NFL players are protected. The NFLPA negotiates benefits, working conditions, minimum salaries, and the salary cap/free agency system with NFL management; provides legal representation for players in disputes with clubs and the NFL; and certifies player agents and administers a program to register financial advisors. In addition, the NFLPA strives to be a valuable resource and to maximize player opportunities on and off the field through membership programs and community activities. The NFLPA founded and owns a separate for-profit marketing and licensing company called NFL PLAYERS.

#### **About Discovery Education**

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).