



2016 SADD Liquor Bag Campaign

In partnership with:



Dear Project Coordinator:

Thank you for your assistance with the Liquor Bag Campaign! This project wouldn't be possible without your support and dedication.

Here are a few important points about the project we would like to bring to your attention:

1. Project Timelines

- *November 1 through to December 2: Students create their personalized designs on the bags.*
- *December 5 through to December 23: Distribute bags to local liquor stores for the holiday season.*

2. Liquor Bag Design Contest! ****Keep your best bag designs and send them back to us****

- Submit your best Liquor Bag designs for a chance to win great prizes.
- Please review the attached contest rules and details for more information.
- Enclosed is a pre-addressed envelope to use for your contest submissions.

3. Instagram your designs #SADDbag

- *Share all your students' messages about the dangers of impaired driving with everyone across the province.*
- *Take a picture of the completed bag and post it to Instagram using the hashtag #SADDbag.*



4. Review your bags

- *Just a reminder to please review all bag designs to ensure the content is appropriate before delivering them to your local liquor stores.*

****Attention Multi-School Campaign Coordinators****

- Enclosed with your shipment are additional letters, contest rules and return envelopes.
- Please be sure to provide a package to **each** school participating in the Liquor Bag Campaign.

Have more questions? Contact a SADD Alberta representative at (403) 313-SADD (7233) or by email at info@saddalberta.com

Thank you for supporting SADD Alberta and our goal of eliminating impaired driving in Alberta.

Friends Don't Let Friends Drink & Drive