

2018 SADD Liquor Bag Campaign

In partnership with:



Students Against Drinking & Driving Association of Alberta

Information for Teachers, Students, and Community Partners

About the Project

SADD Alberta, in partnership with the Alberta Gaming and Liquor Commission (AGLC), has implemented a campaign whereby Alberta students of all ages can add their personal message on the dangers of impaired driving to a paper liquor bag. This activity assists educators in continuing the conversation about the dangers of drinking and driving, with their students.

Teachers, or project coordinators, order their **FREE** paper liquor bags online, and then distribute the bags to their students. You will find some examples of previous artwork on the back of this page.

Who can participate in this campaign?

The liquor bags are available to any elementary, junior high, or high school students.

How does it work?

1. The school/campaign coordinator completes the online “**Liquor Bag Order Form**” at saddalberta.com. (*Be sure to check the ordering and shipping timelines on our website.*)
2. When you receive the liquor bags, go over the campaign details with the students advising them how they can play a role in communicating the dangers of impaired driving. Distribute the bags to your students during class, or at a time you have specified to complete this project.
3. After the students have completed their design and messaging on the bags, collect them back. ***Please review the bags and remove any inappropriate content before delivering them to the local liquor stores.***
4. ****DESIGN CONTEST**** Select some of your best bag designs for our design contest and set them aside! More details about the contest will be available on our website at saddalberta.com. You will want to keep your best bags as contest entries. Please note the entry requirements.
5. An adult leading the project will then need to deliver the completed bags to one or multiple liquor stores in your area. We recommend speaking with liquor store managers or owners prior to dropping them off to ensure they will use the bags in their regular sales circulation.

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

Thanks for supporting SADD Alberta by participating in this campaign!

SADD Alberta

Share your designs on
Instagram! #SADDbag



Friends Don't Let Friends Drink & Drive

SADD Alberta Liquor Bag Campaign

These are the winning bag designs from last year's contest!



Having a discussion with the youth in your schools and communities is the purpose.

Creating a conversation about driving while impaired is the topic.

Establishing an understanding of impaired driving while allowing youth to be creative and share their message is the outcome.