

2018 SADD Liquor Bag Campaign

In partnership with:



Students Against Drinking & Driving Association of Alberta

Information for Liquor Store Partners

About the Liquor Bag Campaign

The goal of this campaign is to provide students with a hands-on activity that allows for the discussion of the dangers of impaired driving, while also involving local businesses and delivering important messages to members of the community. This campaign started in Alberta in 2012 and has continually grown in success and interest.

Who can participate in this campaign?

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

Why am I receiving these liquor bags?

Students at local schools have taken the time and used their talents to share personal messages about the dangers of drinking and driving. This issue is important to them. They hope that you are able to support their efforts by using these bags when your customers purchase liquor products from your store.

I know other schools who may be interested in this project. How can I get more information?

More information about this project is available on our website at www.saddalberta.com. Anyone interested should visit our website for more details on requesting bags from SADD Alberta, and to see which schools are already participating.

Have more questions?

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

Thank you for supporting Students Against Drinking & Driving and the youth in your community!

Friends Don't Let Friends Drink & Drive

SADD Alberta Liquor Bag Campaign

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



Having a discussion with the youth in Alberta 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.