



The National Council on Alcoholism and Drug Dependence, New Jersey

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NEWS RELEASE

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NCADD-New Jersey PSAs expand awareness campaign

Mercerville, NJ (April 8) ... NCADD-New Jersey has developed and released a series of radio Public Series Announcements as part of an education and prevention campaign to run throughout April, which is Alcohol Awareness Month.

The PSAs, which were distributed to commercial and college radio stations throughout the state, discuss health problems related to alcohol use, the stigma that surrounds alcoholism, and beer, wine and spirits advertising efforts designed to appeal to the country's youth. The announcements also emphasize that alcohol is a drug; in fact, it is the most-used illegal drug by people under 21.

The PSAs will run on college and commercial stations including WBZC at Burlington County College, WFDU at Farleigh Dickenson University, WGLS at Rowan University WMNJ at Drew University, WPRB at Princeton University, WSOU at Seton Hall University, and WTZR at the College of New Jersey.

Led by the National Council on Alcoholism and Drug Dependence since 1987, Alcohol Awareness Month begins with Alcohol-Free Weekend, which this year was Friday, April 5, through Sunday, April 7.

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