

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

May 17, 2011

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**DETROIT AUTO DEALERS ASSOCIATION (DADA) FIGHTS
UNDERAGE DRINKING**

***DADA to announce winners of Courageous Persuaders student video
contest***

What: The 2011 Courageous Persuaders Awards Celebration Banquet

Who: Hosted by Huel Perkins, WJBK Fox2 News Anchor
Speakers include DADA Vice President Bob Shuman; The Honorable Ruth Johnson, Michigan Secretary of State.

When: Thursday, May 19, 2011
6:30 pm - Red Carpet Arrival, reception and strolling supper
7:00 pm - Screening and Awards Presentation

Where: Troy Marriott
Big Beaver Road at I-75, Troy, Michigan

Background:

Courageous Persuaders is a nationwide contest held annually in which high school students from across the country compete to create 30-second TV ads discouraging underage alcohol use. Creators of the winning ads receive more than \$18,000 in scholarships from Courageous Persuaders sponsors. Winners will be announced at an Academy Awards-style celebration banquet, attended by several hundred students, parents, teachers, prominent business leaders and others concerned with the issue of underage drinking. Winning videos will be shown throughout Michigan at Secretary of State Branch offices, and on television stations throughout Michigan. The Detroit Auto Dealers Association's Education Foundation produces the Courageous Persuaders program. Detroit area auto dealers also host the North American International Auto Show at Cobo Center in Detroit each January.

Members of the media are encouraged to attend the event to help spread the important message about the perils of underage drinking. There is no cost to media to attend.

Photo and interview opportunities will exist throughout the evening with program organizers and student participants. Contact Marc Harlow: 810.599.2558
Marc@HarlowPR.com; or Joe Rohatynski, 313.378.6570 Joe@JoePR.com.

For more information: www.courageouspersuaders.com.

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