



## **Press Conference to Announce Social Media Campaign Results and Make Good Decisions Marketing Materials**

INDIANAPOLIS, IN– Students at 20 Indiana college campuses accessing the Internet have received social media messages about the state law that allows minors who have witnessed a crime (such as underage drinking) to report a medical emergency without getting into trouble.

By using IP Address Targeting, 2,000,000 impressions were sent when students logged on to Facebook, YouTube and Pandora. The messaging uses triangulation between cell phone towers, creating a digital dome over a campus. Participating campuses include: Indiana University, Purdue University, Indiana State University, Ball State University, University of Notre Dame, Indiana University Purdue University Indianapolis, University of Evansville, DePauw University, Indiana Wesleyan University, University of Southern Indiana, and Butler University.

The initial results of this digital campaign will be shared at a **Press Conference at 10 a.m. on Monday, October 20<sup>th</sup> at Butler University. The press conference coincides with National Collegiate Alcohol Awareness Week. In addition to digital campaign results, Make Good Decisions marketing materials will be unveiled.** Business cards and flyers are being distributed at campuses who participated in the digital campaign, along with the following schools: Valparaiso University, St. Joseph College, University of Indianapolis, Evansville University, Vincennes University and Hanover College.

State Sen. Jim Merritt (R-Indianapolis), author of the law, says the \$40,000 campaign also includes a series of statewide radio ads featuring testimonials of parents who have lost a child due to underage drinking. Not only does the law provide legal protections to minors under the influence who report a medical emergency or crime, but it allows first responders to administer medical treatments that counteract the effects of a drug overdose. In some cases, when delivering medical care in these types of situations, minutes make the difference in saving a life.

“Every 44 hours a college-age person dies from alcohol poisoning,” Merritt said. “And, every year there will be a 17-or 18-year-old student who doesn’t know the Lifeline law and could pay the ultimate price.”

Indiana Youth Services Association, the Foundation for Advancing Alcohol Responsibility, Monarch, Kroger, Indiana Association of Beverage Retailers, Big Red Liquor, Wine & Spirits Wholesalers of IN, and Wal-Mart are working together to spread the Lifeline message: “Make the call; Save a life” to students across the state.

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**WHAT: Press Conference announcing Make Good Decisions Social Media Campaign Results and Unveiling of Marketing Materials**

**WHEN:** Monday, October 20<sup>th</sup> at 10 a.m.

**WHO:** Press Conference Speakers:  
State Senator Jim Merritt, author of the Indiana Lifeline law  
Dawn Finbloom, Mother of Brett Finbloom  
Attorney General Greg Zoeller  
Peter Smithhisler, President & CEO, North-American Interfraternity Conference  
Sarah Diaz, Coordinator of Health Education and Outreach Programs, Butler University  
John C. Kesler, Vice-President of Business Development, Emmis Communications

**WHERE:** Robertson Hall, Johnson Board Room, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208. Several parking spots will be coned off in Lot #18 (located south of Robertson Hall and behind the Pharmacy and Health Sciences Building. Here is a link to the campus parking map: [https://umbraco.butler.edu/media/3225778/2014-2015\\_parkingallocationmap\\_web.pdf](https://umbraco.butler.edu/media/3225778/2014-2015_parkingallocationmap_web.pdf). There are some visitor spots directly in front of Robertson Hall, but we ask that these remain open for families coming for campus visits.

**Media Contact:** Sharon Smith, [ssmith@maverickpublicrelations.com](mailto:ssmith@maverickpublicrelations.com) or 317.506.7982.  
Jpg images of marketing materials are available upon request.

**About Make Good Decisions:** Educates teens, young adults and parents on the dangers of underage drinking and destructive behaviors. Indiana's Lifeline law provides immunity to minors for certain alcohol-related offences. For more information, please contact Michele Whelchel, [mwhelchel@indysb.org](mailto:mwhelchel@indysb.org) [www.indysb.org/make-good-decisions](http://www.indysb.org/make-good-decisions)

**Indiana Youth Services Association:** Advocates for children and families by enhancing its members' ability to implement the core roles of youth advocacy, delinquency prevention, information, referral, and community education. [www.indysb.org](http://www.indysb.org)

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