



FOR IMMEDIATE RELEASE
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**ATTORNEY GENERAL CATHERINE CORTEZ MASTO BRINGS
ASK, LISTEN, LEARN TO DELL ROBINSON MIDDLE SCHOOL**
Program encourages kids to “say ‘YES’ to a healthy lifestyle and ‘NO’ to underage drinking”

LAS VEGAS — Today, Attorney General Catherine Cortez Masto partnered with The Century Council’s [*Ask, Listen, Learn*](#): *Kids and Alcohol Don’t Mix* program to encourage 350 8th graders at Dell Robinson Middle School to “say ‘YES’ to a healthy lifestyle and ‘NO’ to [underage drinking](#).”

“These students are at a critical age where they need to realize the decisions they make today can and will affect their futures,” said General Masto. “*Ask, Listen, Learn* presents the perfect platform to start the conversation about underage drinking in the classroom and encourages the dialog to continue at home using the educational materials online.”

General Masto cheered on students as they tested their fast feet on the interactive *Ask, Listen, Learn* game. The game enables youth to learn about the negative consequences of underage drinking and the benefits of making healthy decisions while they exercise. The premise is based on research by Harvard Medical School’s Dr. John Ratey, showing that for a person’s brain to function at its peak, the body needs to move. The multimedia program includes the game and print materials, with the website presenting a pledge to live a healthy lifestyle, online games and pages featuring *Ask, Listen, Learn Superstars*.

“Our students have loved having the *Ask, Listen, Learn* program in our classrooms,” said Dell Robinson Principal Cheryl Trupp, “They can get up out of their seats and run, jump and shout out answers with their classmates to learn about healthy life choices in a fun, interactive setting that’s more fun than teacher lectures.”

“The availability of alcohol to underage youth has declined for more than a decade, yet 11 percent of 8th graders report they have consumed alcohol in the past month,” said Ralph Blackman, President and CEO of The Century Council. “We are thrilled to have General Masto help us present this program to Las Vegas teens to keep them on track for a healthy transition to high school, which most importantly includes saying no to underage drinking.”

About Ask, Listen, Learn

Ask, Listen, Learn is the most widely distributed alcohol education program of its kind. *Ask, Listen, Learn*’s initiatives include Asklistenlearn.com, a website that encourages kids to “say ‘YES’ to a healthy lifestyle and ‘NO’ to underage drinking” by offering kids interactive and educational games and videos. Kids can read about positive role models and take a [pledge](#) to make healthy choices. Parents and educators are also encouraged to visit the site for tips on how to facilitate these conversations and read [interviews](#) with gymnast Aly Raisman’s parents on how they talked to their kids about underage drinking. *Ask, Listen, Learn* is also on [Facebook](#), [Twitter](#) and [Pinterest](#) constantly promoting a healthy lifestyle message.

About The Century Council

The Century Council is a national not-for-profit leader in the fight to eliminate drunk driving and underage drinking and is funded by the following distillers: Bacardi U.S.A., Inc.; Beam, Inc.; Brown-Forman; Constellation Brands, Inc.; DIAGEO; Hood River Distillers, Inc.; and Pernod Ricard USA. Headquartered in Arlington, Virginia, The Century Council promotes responsible decision making regarding beverage alcohol and develops and implements innovative programs and public awareness campaigns which ignite action through strategic partnerships. Established in 1991, their initiatives are highlighted online at www.centurycouncil.org and www.asklistenlearn.org.