

# Hitting college campuses this fall.



It's tough to be a college kid today. That's why we've developed Binge Beer.<sup>®</sup> At Binge, we understand that sometimes you just need five or six drinks the night before that big test. And there's nothing quite like a couple of quarts of liquid courage before going out to make new friends. We understand what it's like. Who says falling off a balcony is such a bad thing?

And what's an occasional riot? Or even a little assault between friends? Thousands of college students across the country have already discovered Binge. And this year, thousands more will try it. Don't think that's a good idea? Neither do we, but we need your help in convincing our students of the dangers. Talk to your kids about binge drinking, or visit our website at [www.nasulgc.org/bingedrink](http://www.nasulgc.org/bingedrink).

*Excessive alcohol consumption plays a major role in poor academic performance, college drop-out rates, and student health problems. A one-night binge can change a life. This message brought to you by the National Association of State Universities and Land-Grant Colleges (NASULGC) and the Kellogg Commission on the Future of State and Land-Grant Universities, with support from The Robert Wood Johnson Foundation, Barnes & Noble, Inc., and 113 college and university presidents.*

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