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Big Brothers Big Sisters Adult Volunteers Receive Alcohol Awareness Training

Teams up with Harbor Distributing to Continue Education Year-Round

TUSTIN, CALIF., May 17, 2011 –Underscoring the importance of alcohol awareness, Big Brothers Big Sisters is teaming up with Harbor Distributing to provide its new mentors with resources from the Health Alliance on Alcohol on an on-going basis at monthly volunteer training sessions.. During these training sessions, volunteer mentors learn to identify the signs of alcohol use among minors and how to communicate with their Little Brother or Little Sister about drinking.

“We know that Big Brothers Big Sisters makes a positive impact on children and empowers them to succeed. Studies have shown that children with a Big Brother or Big Sister are 27 percent less likely to begin using alcohol,” said Keith Rhodes, CEO of Big Brothers Big Sisters of Orange County. “Our ongoing trainings for volunteers equip them with the tools they need to ensure the best outcome for the relationship with their Little Brother or Sister, preparing them to succeed in school and in life.”

A national education initiative addressing underage consumption of alcohol through adult/child communications, the Health Alliance on Alcohol provides materials to help parents, guardians, teachers and mentors start and continue the tough conversations with youth around alcohol and the issues teens face.

“We are proud to partner with Big Brothers Big Sisters and Heineken USA to provide resources to the mentors to assist with direction and guidance in regards to the dangers of underage drinking. We are thankful for the passion and commitment of our partners and know that together we can make a difference in our community,” said Tom Reyes, President, Harbor Distributing.

“We are proud to be a founding member of the Health Alliance on Alcohol and are committed to reinforcing messages of responsible consumption and making a positive impact on the communities where our products are enjoyed,” said Dan Tearnio, senior vice president and chief corporate relations officer, Heineken USA. “We are thankful to have partners such as Harbor Distributing who share our values and commitment to promoting responsible and safe behavior.”

For more information on resources available to help communicate with youth about alcohol, please visit: <http://healthallianceonalcohol.com>.

About Big Brothers Big Sisters

Big Brothers Big Sisters is a donor-supported volunteer organization that changes lives. Big Brothers Big Sisters depends on donations to ensure child safety and provide support for children, families and volunteers to build and sustain strong relationships. Big Brothers Big Sisters programs are proven to reduce a child's risk of dropping out of school, becoming violent, using drugs and alcohol, and falling victim to other negative cycles that threaten our society. In addition to financial support, Big Brothers Big Sisters of Orange County needs male volunteers to become Big Brothers as seventy percent of the children waiting for a “Big” are boys, yet only three in every 10 inquiries about volunteering come from men. To donate or volunteer, visit www.BigBroOC.org or call (714) 544-7773.

About Health Alliance on Alcohol

The Health Alliance on Alcohol is a national education initiative on underage consumption of alcohol through parent/child communications that includes partner members Heineken USA; the NewYork-Presbyterian Healthcare System, the largest secular not-for-profit non-governmental healthcare system in the U.S.; and White Plains Hospital Center, a voluntary, not-for-profit health care organization with the primary mission of offering high-quality, acute health care and preventative medical care to people who live in, work in or visit Westchester County and its surrounding areas. Please visit HealthAllianceonAlcohol.com.

About Harbor Distributing

Harbor Distributing, a local beer distributor based in Anaheim, California, is committed to market and sell the products it distributes responsibly. The distribution of the Health Alliance on Alcohol book series is just one way the company actively supports law enforcement's efforts to deter drunk driving and underage access to alcohol.

About Heineken USA

Heineken USA Inc., the nation's premier beer importer, is a subsidiary of Heineken International BV, which is the world's most international brewer. European brands imported into the U.S. include Heineken Lager, the world's most international beer brand; Heineken Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from Mexico. For a safe ride home, download the Heineken USA-sponsored Taxi Magic™ application from your smartphone at taximagic.heineken.com. Please visit www.EnjoyHeinekenResponsibly.com.

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