



# News Release

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**For Immediate Release**

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**Contact:** [Kelly Whitaker](#) (Commerce) at 614-728-1930

[Lori Trent](#) (PAST Foundation) at 614-340-1208

## **Division of Liquor Control Awards \$60,000 For Public Alcohol Safety and Awareness Education**

(COLUMBUS, Ohio) – The Department of Commerce’s Division of Liquor Control recently awarded the PAST Foundation with \$60,000 toward creating educational material around alcohol-related topics.

Based out of Columbus, the [PAST Foundation](#) is a non-profit education organization that uses problem-based learning and a hands-on approach to teach students. The PAST Foundation’s Innovation Lab will lead the crafting of six public service announcements (PSA) around alcohol-related topics all created by the students participating in the program.

“Alcohol kills more people every year than opioids,” said Division of Liquor Control Superintendent Jim Canepa. “And in supporting Governor DeWine’s initiative, RecoveryOhio, this grant will help educate more Ohioans about how to be safe when consuming alcohol.”

Each group of students participating in the Innovation Lab will work with local industry and law enforcement experts, marketing and branding professionals, and consumer advocate groups to learn the process and impact of successful PSAs.

“We are thrilled to be partnering with the Department of Commerce’s Division of Liquor Control in leading students in this most important community work,” said President and CEO of the PAST Foundation Annalies Corbin. “By students creating these public service announcements in their own words, we are providing yet another opportunity for real-world learning that connects students with local business and community members.”

The funding goes toward storyboarding, editing, marketing, and completion of six PSAs bringing awareness to:

- Health implications of underage drinking
- Peer pressure
- Binge drinking
- Social media implications of binge/underage drinking
- Illegal hosting parents/adults

The grant funding comes from the [National Alcohol Beverage Control Association](#) (NABCA) education grant. The Division has been a recipient of this grant for the past two years.

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*Division of Liquor Control Superintendent Jim Canepa presents a \$60,000 check to PAST Foundation President & CEO Annalies Corbin and PAST Foundation Board Chair Richard D. Rosen of Indigo Strategies.*

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