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Maine Beer & Wine Distributors Association Hosts Event to Promote Responsibility and Alcohol Awareness

AUGUSTA, Maine - April is National Alcohol Awareness Month and on April 7 members of the Maine Beer & Wine Distributors Association (MBWDA) spread the word as part of their responsibility kick-off event at The Senator Inn in Augusta. The gathering marked the beginning of the MBWDA's responsibility initiative in 2011 that will again feature spokesperson, Olympian Julia Clukey. As part of the event, the MBWDA announced plans for their responsibility initiative in 2011 and the economic impact of the association related to Maine's beer and wine industry.

The gathering provided an opportunity for members of the association and many legislative guests to learn about the responsibility initiative and meet spokeswoman, Olympian Julia Clukey, who has committed to leading the responsibility initiative again in 2011.

"I am very excited to return home and partner with the MBWDA on their ongoing efforts to promote responsibility. Last year, we were able to reach a lot of young students across the state and I am happy to again connect and share my story," said Olympian Julia Clukey.

Last year, the initiative featured numerous public service announcements, community appearances, and presentations at Maine schools to more than 3,000 students where she shared her message about responsibility and the importance of good decision making. The association announced that schools can begin requesting appearances at www.mainebeerandwine.com/responsibility.



Pictured (left to right): Emily Cain, House Democratic Leader, Olympian Julia Clukey and Maeghan Maloney, State Representative

Clukey, age 25, recently returned to Maine after completing her 2010-2011 luge season on the World Cup circuit and is recovering from neck surgery she underwent in early March.

"Responsibility matters at every age. I applaud the Maine Beer & Wine Distributors Association for teaming with Julia Clukey, an outstanding role model, to set a great example and inspire kids across Maine," said Emily Cain, House Democratic Leader who attended the event along with many other legislators.

Also as part of the event, the MBWDA shared the results from a recent economic impact study conducted by Planning Decisions.

The study showed that the Maine Beer & Wine Distributors Association member companies play a critical role in the operation of Maine's economy. The eight family-owned distributors provide thousands of beer, wine and non-alcoholic beverage choices to the state and deliver their products safely, efficiently and regularly to retailers who sell them to adult consumers in Maine, supporting more than 3,000 Maine jobs. The distributors are a vital part of the Maine economy, generating \$681 million in sales for a wide variety of Maine businesses. In addition, member distributors pay \$22 million in state and local taxes including use, fuel, income and alcohol excise and premium taxes.

In terms of employment, Maine's beer and wine distributors are one-half the size of Maine's semiconductor industry and equal to Maine's architectural services and medical laboratories sectors.

To view the full economic impact study from Planning Decisions, [click here](#).

Members of the Maine Beer & Wine Distributors Association are available for interviews about the responsibility initiative and economic impact study by contacting Greg Glynn at Nancy Marshall Communications at 207-623-4177.

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Editor's Note: Click on the image above or the link below to access a downloadable version.
<http://www.marshallpr.com/images/ClukeyResp.jpg>

The Maine Beer & Wine Distributors Association (MBWDA) is a group of Maine family-owned distributors. MBWDA is an important part of Maine's alcohol regulatory system, serving as the link between beer and wine producers and more than 4,500 Maine grocery stores, convenience stores, restaurants, bars and other retail locations licensed to sell alcohol to Maine consumers. This system provides consumers unparalleled access to a tremendous variety of styles and products. Learn more at www.mainebeerandwine.com.