

**FOR IMMEDIATE RELEASE**

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**B.R.A.D. Foundation**  
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**Nationally Recognized 21<sup>st</sup> Birthday Card Program Warns Students of the Perils of Alcohol Poisoning**

**Clarkston, MI** – Tragedy sometimes sparks ingenuity. In the case of Bradley McCue, a young man who died ten years ago of alcohol poisoning on his 21<sup>st</sup> birthday, it spurred an innovative approach to remind young people to drink responsibly. McCue's family launched the **Be Responsible About Drinking** (B.R.A.D.) Foundation in February 1999, dedicated to educating youth about the perils of abusing alcohol.

Over the past ten years, B.R.A.D. has been sending young adults birthday cards just prior to their 21<sup>st</sup> birthdays. Launched in cooperation with Michigan State University (MSU), B.R.A.D. developed birthday cards and laminated alcohol poisoning wallet cards and shared them with the school for distribution to students. The card tells Bradley's story and encourages responsible celebration. The wallet card provides the signs and symptoms of alcohol poisoning and recommends appropriate actions to help an affected person. Since the inception of the Program at MSU, more than 325,000 B.R.A.D. birthday cards have been distributed through more than 130 U.S. colleges and universities in 31 states and the District of Columbia.

The behavior-changing effects of the B.R.A.D. birthday and wallet cards were validated in a survey of Michigan State University students. Nearly 100 percent of the 1,731 students surveyed said the birthday card had a positive effect on birthday celebrations and that B.R.A.D. should continue sending cards.

*"In the U.S., the 21st birthday celebration has become perhaps the single highest risk event for extreme drinking, said Clayton Neighbors, Ph.D., Associate Professor, Department of Psychiatry and Behavioral Sciences, Center for the Study of Health and Risk Behaviors, University of Washington. Neighbors has published several influential studies on high-risk drinking. He observed, "The evaluation of B.R.A.D. birthday card program, published in the Journal of American College Health in Nov/Dec, 2007, provides strong evidence that individuals who receive, read and recall B.R.A.D. cards are likely to drink less on their 21st birthday."*

For more detailed information on the 21<sup>st</sup> Birthday Card Program and the related study, please visit: [www.brad21.org/what\\_brad\\_is\\_doing.html](http://www.brad21.org/what_brad_is_doing.html).

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