

**RISE: A RECENT SURVEY CONDUCTED ON BEHALF OF ANHEUSER-BUSCH REVEALS TWO-THIRDS OF PARENTS HAVE USED THE BACK-TO-SCHOOL TIMEFRAME TO TALK WITH THEIR TEENS ABOUT UNDERAGE DRINKING. I'M RISE JILL MILLER.**

**THE ONLINE SURVEY ALSO FOUND 88 PERCENT OF THOSE PARENTS FELT THEIR KIDS WERE RECEPTIVE TO THE CONVERSATION.**

**SEPARATELY, 67 PERCENT OF PARENTS SURVEYED FEEL THEY HAVE INFLUENCE ON THEIR TEENS' DECISIONS ABOUT UNDERAGE DRINKING AND THEIR TEENS LISTEN TO THEM. KATHY CASSO, VICE PRESIDENT OF CORPORATE SOCIAL RESPONSIBILITY, ANHEUSER-BUSCH:**

**KATHY: AS PARENTS, WE HAVE TREMENDOUS INFLUENCE ON OUR KIDS' DECISIONS ABOUT DRINKING. AND, AS KIDS ARE BACK IN SCHOOL, CATCHING UP WITH FRIENDS AND EXPERIENCING NEW SOCIAL SITUATIONS, IT'S A PERFECT OPPORTUNITY TO CHECK IN AND PREPARE THEM TO MAKE SMART CHOICES WHEN IT COMES TO UNDERAGE DRINKING. ANHEUSER-BUSCH'S *FAMILY TALK ABOUT DRINKING* PROGRAM PROVIDES PARENTS WITH PRACTICAL TIPS FROM A CERTIFIED PARENT COACH ON CONNECTING WITH KIDS AND MAINTAINING AN ONGOING DIALOGUE ON THE TOPIC OF ALCOHOL.**

**RISE: PARENTS CAN ASK QUESTIONS, SHARE IDEAS AND DOWNLOAD THE PARENT GUIDE AT FACEBOOK DOT COM SLASH A-B FAMILY TALK.**