For IMMEDIATE Release

April 14, 2014

ABAC’s Kappa Sigma Fraternity Presents ‘My Brother’s Keeper’ April 22

TIFTON–The Rho-Rho Chapter of Kappa Sigma fraternity, along with Abraham Baldwin Agricultural College (ABAC), the grant from the Governor’s Office of Highway Safety (GOHS), and the Tifton and Tift County Public Safety Departments are joining forces to combat alcohol abuse, including underage drinking and impaired driving with “My Brother’s Keeper” on April 22 at 11 a.m. in the Meadows on the campus of ABAC.

Through GOHS, ABAC’s Young Adult Peer organization has received a $6,000 grant to sponsor programs designed for colleges and universities in the state, the group focuses on peer education in order to promote and bring awareness to highway safety issues including alcohol education, alcohol abuse prevention, impaired driving, underage drinking, safety belts, speeding, risk reductions and other destructive decisions.

“My Brother’s Keeper” is a program that will take place to help raise awareness of the many dangers that students face while driving under the influence. The event will be held from 11 a.m. - 2 p.m. featuring demonstrations and scenarios of irresponsible driving. The mission of this event is to educate students on the dangers of driving under the influence, texting while driving, not wearing a seatbelt, and other safety issues behind the wheel. It is the simple
decisions while operating a motor vehicle that could save the lives of you, family members, and the others that are around you.

The long-term goal of the program is to create safer, more-healthy campus environments. ABAC will use this Peer Education grant to help educate the students on the detriments to drinking and driving and other components of alcohol misuse. The grant runs from October 1, 2013 thru September 30, 2014.