STUDENTS AGAINST DRINKING & DRIVING

2026 SADD Alberta

Liquor Bag Campaign



Information for Teachers, Students, and Community Partners

About the Project

The SADD Alberta Liquor Bag Campaign provides students of all ages an opportunity to add their personal message on the dangers of impaired driving to a paper liquor bag. This activity assists educators in continuing the conversation about the dangers of drinking and driving, with their students.

Teachers, or project coordinators, order their **FREE** paper liquor bags online, and then distribute the bags to their students. You will find some examples of previous artwork on the back of this page.

Who can participate in this campaign?

The liquor bags are available to any elementary, junior high, or high school students in Alberta.

How does it work?

1. The school/campaign coordinator submits an order for **FREE** template bags at **saddalberta.com**.

2. When you receive your liquor bags, go over the campaign details with the students advising them how they can play a role in communicating the dangers of impaired driving. Distribute the bags to your students during class, or at a time you have specified to complete this project.

3. After the students have completed their design and messaging on the bags, collect them back, and drop them off at a local liquor store. ***Please review the bags and remove any inappropriate content before delivering them to the local liquor stores*.**

4. ****DESIGN CONTEST**** Students can win weekly prizes if they post their design to **Instagram** and use the hashtag **#saddbag26**. See reverse for more info.

5. An adult leading the project will then need to deliver the completed bags to one, or multiple, liquor stores in your area. We recommend speaking with liquor store managers or owners prior to dropping them off, to ensure they will use the bags in their regular sales circulation.

Questions? Contact SADD at (403) 313-SADD (7233) or by email at info@saddalberta.com.

Thanks for supporting SADD Alberta by participating in this campaign!

SADD Alberta

*Share your designs on **Instagram** to be entered for prizes! **#saddbag26***

See back for contest details!

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Student Design Contest!



Don't forget to submit your designs into our contest!

- Post to Instagram using **#saddbag26**
- 4 winners every week, starting November 23
- All Instagram uploads are eligible for the additional weekly draw winner
- Winners receive $50 gift card of their choice

Visit **saddalberta.com** for full contest rules and details.

Instagram

#saddbag26

