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FOR IMMEDIATE RELEASE

#SURVIVE donates over \$8,700 to the Drug and Alcohol Consortium of Allen County

North Manchester, IN – Senior business students at Manchester College started the business #SURVIVE in their Case Studies in Business class to combat drunk driving. **The students raised \$8,736 which will be given to the Drug and Alcohol Consortium on Wednesday, May 16th at 9AM in the Upper Union of Manchester College, 604 E College Ave, North Manchester, IN. The general public is invited to attend the presentation.**

The students raised the money from the sale of products designed and marketed by #SURVIVE advocating against drunk driving. A total of 425 t-shirts, 64 magnets, 411 air fresheners, and 2,255 coasters were sold. In addition to sales, #SURVIVE contributed a significant amount of volunteer hours benefiting the community. **The class performed 296.5 volunteer hours through a series of volunteer projects.**

Tim Ogden, the professor of the Case Studies class and Chair of the Accounting and Business Department of Manchester College, reflected on the class's success: *"I was really pleased to see the class take on such a worthy cause and pursue the aggressive goals it established for itself. The group did a great job of communicating its message to the community, and I was proud to have the class members represent the Department of Accounting and Business at Manchester College."*

Jerri Lerch, Executive Director of the Drug and Alcohol Consortium of Allen County, also expressed her gratitude for the project: *"We are amazed at the important products and messages that the business students from Manchester College were able to bring to our community. We have had a really good response from any of our constituents who have taken a good look at them. We now have a "word of mouth" awareness campaign that continues to grow. We feel blessed to have been identified as a partner in this project and are grateful for the time, talents, and passion of these 38 students to make a difference to so many people."*

Although the class is coming to an end, the #SURVIVE logo and merchandise will continue to exist combatting drinking and driving in Allen County. The students will hand over existing merchandise and control of #SURVIVE to the Drug and Alcohol Consortium of Allen County at the presentation on Wednesday.

#SURVIVE, Your Life is Trending is a project of the Manchester College 2012 Case Studies in Business Class partnering with the Drug and Alcohol Consortium of Allen County to advocate against drinking and driving in Allen County through guerilla marketing and product sales.

www.YourLifeIsTrending.org

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