Hello LIVE REAL Mentors,

I hope everyone had an enjoyable and safe Halloween! I am writing to you with an exciting opportunity for the students of NDSU to get involved in the Before One More campaign and possibly win up to $400 in Bison Bucks and everlasting fame*. As you may recall, the Before One More campaign was created by NDSU students and is intended to reduce the harmful effects of the misuse of alcohol by helping students understand when one more drink may be one too many. Since the campaign began, nearly 4,000 Before One More t-shirts have been given away, the campaign was featured on the back of 30,000 student football tickets, and a Before One More video was produced by the Bison Information Network. Now we are looking for our next Before One More video, and we are sponsoring the “Battle of the Ads” video contest to find it!

NDSU students are invited to submit a one-minute video using Before One More messages for a chance to win $400 in Bison Bucks. The winning video will also be featured at halftime of the January 21, 2012 NDSU vs. SDSU men’s basketball game. The first runner up will win $150 in Bison Bucks, and the second runner up will win $50 in Bison Bucks. Voting on the top three videos will be open to all NDSU students in early December. All videos are due by Wednesday, November 23rd. Video contest rules and entry information are available at www.ndsu.edu/alcoholinfo/students/before_one_more

As LIVE REAL Mentors, please help us spread the word about this great opportunity for NDSU students to show their creativity and learn when ‘one more becomes one too many’!

Have a wonderful November and watch for the next LIVE REAL Mentor listserv email in early December!

Best,

Erika

*I am required to disclaim that everlasting fame is not actually guaranteed to the video contest winner – but it will be pretty impressive to be featured on the big screen in the Bison Sports Arena on January 21st!