

ASK, LISTEN, LEARN'S Interactive Game



Kids and alcohol don't mix.



Apolo Anton Ohno demonstrates the game at an Ask, Listen, Learn event.



What is it?

Ask, Listen, Learn's interactive game enables middle school kids to learn about the negative consequences of underage drinking and making healthy decisions while they exercise.

Parents, teachers, and kids are all fans of Ask, Listen, Learn! According to independent research conducted by TRU in 2010, teachers and students indicate the *Ask, Listen, Learn: Kids and Alcohol Don't Mix* game is effective in raising awareness and knowledge of the dangers of drinking among middle school students, and is a popular and fun way to learn, too.

The multimedia program includes an interactive game that gets kids up and moving, encouraging them to **"Say 'YES' to a healthy lifestyle and 'NO' to underage drinking."** Developed by The Century Council, and PE4Life with interactive fitness systems pioneer, SSD Ltd., the creator of XaviX, the *Ask, Listen, Learn* game allows the player to customize their on-screen character and choose from four, multi-level activities where they are challenged to answer questions about how alcohol affects their body, the basics of good nutrition and the impact of making healthy decisions. More than fifty questions randomly appear as kids race to school, workout in the dance studio, or challenge their friends, while raising their heart rate and increasing their fitness.

How do I get it?

For more information about the *Ask, Listen, Learn* game, contact Chris Kuhn at The Century Council.



kuhnc@centurycouncil.org



(202) 637-0077