



Aware Awake Alive & Alpha Sigma Phi: HELPING BROTHERS MAKE THE RIGHT CALL TO PREVENT LIVES LOST DUE TO ALCOHOL OVERDOSE



“Alpha Sigma Phi is excited to work with Aware Awake Alive. Our partnership will provide the men of Alpha Sigma Phi the necessary tools to help prevent lives lost from alcohol overdose. Aware Awake Alive’s resources and support, combined with the manpower of our fraternity, can truly change the culture for today’s college students.”

— Danny Miller, Director of Undergraduate Engagement

ABOUT AWARE AWAKE ALIVE:

On December 2, 2008, Carson Starkey died of acute alcohol poisoning at the age of 18 due to a fraternity hazing incident where he was compelled to drink large quantities of alcohol. Carson’s death led the Starkeys to form Aware Awake Alive. The Austin-based, nationally focused organization works with high school and college campuses to prevent loss of life to alcohol poisoning by educating teens and young adults on the dangers of binge drinking and signs of alcohol overdose, using a realistic, non-judgmental approach.

GET THE FACTS

Binge drinking is defined as



4 drinks for women and **5 drinks for men** in a **2-hour period**.¹

This month, **24** college students — on average — will die from alcohol overdose.¹

Alcohol consumption is involved in **82%** of hazing deaths in America.³



90% of alcoholic beverages consumed by those **under 21** are while they are binge drinking.²

¹National Institute on Alcohol Abuse and Alcoholism

²Centers for Disease Control and Prevention

³National study *Hazing in View: Students at Risk* conducted by Elizabeth Allan, Ph.D. and Mary Madden, Ph.D., University of Maine.

LET AWARE AWAKE ALIVE BE YOUR PHILANTHROPIC PARTNER:

As a member of Alpha Sigma Phi, you have the opportunity to help change the binge drinking culture on college campuses. One way to do this is by developing a unique way to educate your peers about the dangers of binge drinking and signs of alcohol overdose while also providing vital information about Medical Amnesty Laws! Every campus is different. Explore ways to raise awareness and funds that feel true to the traditions of your chapter and campus.

How Alpha Sigma Phi Members Can Help:

- **Sports tournaments — kickball, volleyball, basketball, golf, etc.**
- **5K walk/run**
- **Sober pong tournament**
- **Incorporate activities around *With Carson Day***
- **Lip syncing contest**
- **Profit shares**
- **Petition for Medical Amnesty protocols on campus**
- **Incorporate Aware Awake Alive into the Sigma Phase of member education**

The funds raised for Aware Awake Alive will directly benefit programs which work toward educating young men, like you, about knowing the signs and making the call which could save a friend’s life.

Don’t hesitate. Help raise funds for Aware Awake Alive and spread our life-saving message on your campus! For more information, contact Shannon Kostecka at Shannon@AwareAwakeAlive.org.

Stay informed: [@AwareAwakeAlive](https://www.facebook.com/AwareAwakeAlive)