

# LIFE OF AN ATHLETE

## NMAA Launches Life of An Athlete Alcohol Education Program

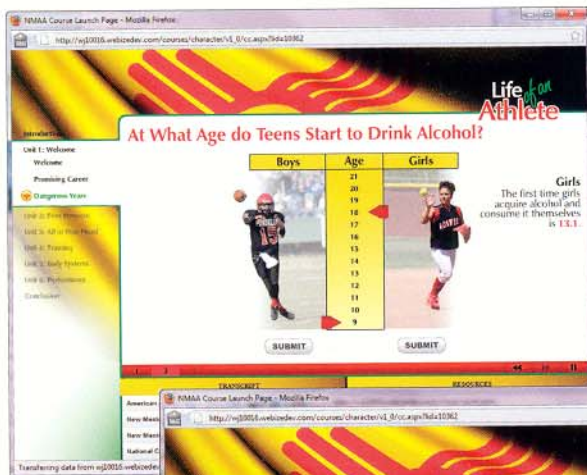
The New Mexico Activities Association announced the launch of a nationally unique alcohol education program at a July 28th press conference at the Albuquerque Hilton Hotel. The "Life of An Athlete" program is free and is believed to be the first interactive on-line program designed to teach high school student-athletes about the dangers of alcohol consumption related to their athletic performance and their life. The program website can be found at [www.lifeofanathlete.com](http://www.lifeofanathlete.com).

**Log on, learn and reach your true potential as an athlete**

The New Mexico Activities Association, with the support of the New Mexico Department of Transportation Traffic Safety Bureau and the assistance of the American Athletic Institute created this program to curb underage drinking in New Mexico.

Robert Zayas, NMAA Associate Director, provided press conference attendees with a demo of the interactive, on-line program. The program is filled with interactive activities, videos and valuable lessons that will teach students about the dangers of alcohol.

Robert Zayas stated, "Our young athletes do not realize how much alcohol can negatively impact their athletic performance; nor do they truly understand the devastating affect it can have on their life or the lives of others. We (the NMAA) now have the ability to provide them with this important information....this program will be considered a success if it can just positively impact one child's life."



**lifeofanathlete.com**