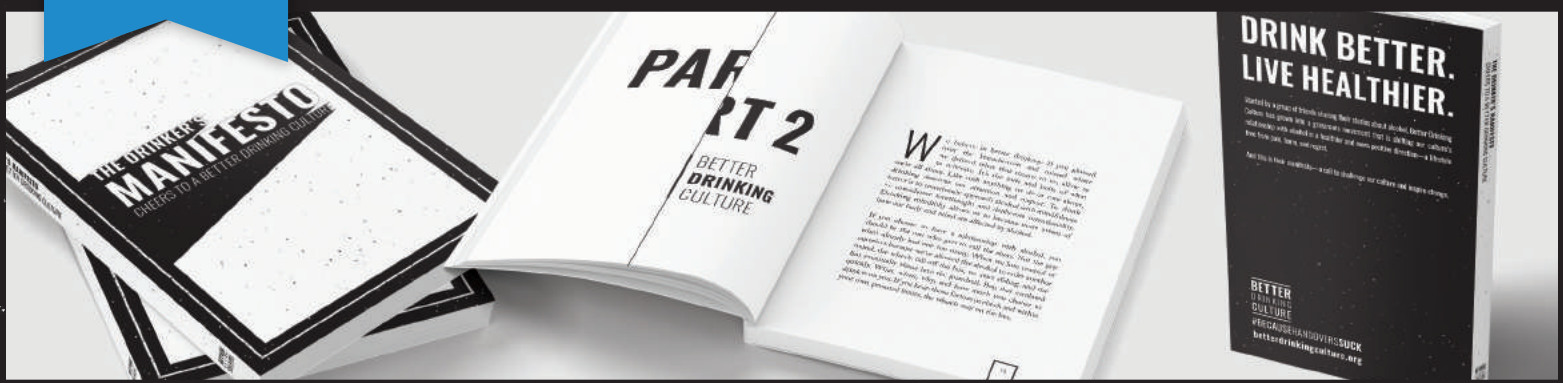


# THE DRINKER'S MANIFESTO



## THE DRINKER'S MANIFESTO

Started by a group of friends sharing their stories about alcohol, Better Drinking Culture has grown into a grassroots movement that is shifting our culture's relationship with alcohol in a healthier and more positive direction—a lifestyle free from pain, harm, and regret. And this is their manifesto—a call to challenge our culture and inspire change.

Nearly every negative consequence associated with alcohol is the result of drinking too much. In today's culture, drinking to excess is glamorized as a fun, harmless, and required rite of passage. It's a social norm created by peer pressure emphasizing that you're not cool unless you drink—a lot. If we can educate people to drink better and live healthier then all of those disastrous experiences go away. *The Drinker's Manifesto* is an honest, approachable conversation at eye-level with college-age novice drinkers, binge-drinkers, and non-drinkers about what a healthier relationship with alcohol looks like.

## DISTRIBUTION

BDC's social impact goal is to put a copy of *The Drinker's Manifesto* in the hands of at least four million readers, which is the approximate number of people who turn 21 annually in the U.S. With the support of sponsors and retailers like you, and our growing network of industry partners, our intent is to be able to gift a copy to local college students on their 21st birthday—for free.

## PERSONALIZATION

Create an exclusive edition for your organization or special occasion by personalizing the first page of the book with your brand's message in text and/or images. Personalization opportunities are available with wholesale orders.

## SPECS

ISBN: 978-1-7325059-0-2

**Categories:** Education (Students & Student Life), Self-help (Motivational & Inspirational), Health & Fitness (General Wellness)

**Format:** Paperback, black and white

**Trim:** 4.72" w x 7.48" h

**Page count:** 124

**Price:** \$14.95

**Online:** Amazon, [betterdrinkingculture.org](http://betterdrinkingculture.org)

**Wholesale pricing:** Available, inquire

## ABOUT THE AUTHOR

Jason Ley is the CEO of Better Drinking Culture. Ley has over 15 years of combined executive management, sales, and marketing experience in the service/hospitality, entertainment, music, and publishing industries. Ley is a Certified Cicerone®, Stave & Thief Society Executive Bourbon Steward, freelance journalist and consultant, public speaker, and the creator and writer of Emmy-nominated Modern Ahabs.



## CONTACT

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