

**Free CD
in every 12 Pack
of Moosehead Beer**

COLLECT ALL 4
MOOSETRACKS CDs,
EACH FEATURING
A DIFFERENT
EAST COAST BAND.

OFFER AVAILABLE AT ALL
PARTICIPATING LIQUOR STORES

Visit our website at <http://www.moosehead.ca>



We want you to put the word out on responsible use of alcohol!

SUBMIT AND GET A FREE "SOUND OUT" CD FROM POLYGRAM.

Your generation is showing more responsibility than any generation that's gone before you and that's a fact. So now it's time for you to stand up and play an active role in our efforts to get the message across about responsible use of alcohol.

Because some people still don't "get it".

What would you say to them

if you could put your message on national TV?

Or in newspapers? Or radio? **Speak out.**

Submit your message to us and it could be part of a national campaign to get the word out on responsible use of alcohol.

And you could be part of that campaign, too. Because if our panel selects your message, you'll be heard. And you'll be participating in the production of the campaign.

You'll also find it very rewarding because there is a total of \$100,000 in cash rewards for chosen submissions. And the top submission could earn up to \$15,000. And every submission will receive a free Polygram "Sound Out" CD, featuring a compilation of Canada's hottest bands.

It's time for you to stand up, speak out and be heard. But you need to hurry. The deadline for entries is December 31, 1996.

Submission information and brochures can be picked up at any Sam the Record Man, Music World or Cineplex Odeon Theatres
OR BY CALLING 1-888-BE HEARD (234-3273)
or at - www.brewers.ca

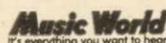
 **Brewers Association of Canada**
PLEASE DRINK RESPONSIBLY

 **Sam the Record Man**

 **CINEPLEX ODEON**
CORPORATION

**stand up
speak out
be heard**

PolyGram

 **Music World**
it's everything you want to hear