

LOCAL COUNTRY ARTIST

SINGS FOR THE STATE, AND FOR KIDS EVERYWHERE.

IN MY TIME

Heather Shelley, who was recognized as "The Best New Act in Country Music" in 2005 at the Colgate Country Showdown National Final, has teamed up with the Kansas Department of Transportation (KDOT) to release *In My Time*, a new song designed to encourage young

Kansans to resist the pressure to drink until they're 21.

"As a 20 year old and a performer, I know the pressures to fit in and be a part of the 'in crowd,'" said Shelley, a native of Scott City. "I've been faced with these situations throughout my life, and I hope this song will help inspire my younger fans and everyone across Kansas to realize that it's okay to say 'No thanks' to alcohol. It doesn't make you any less of a person, and if anything, you are a stronger person for saying 'No.'"

A GREAT SONG WITH A GREATER PURPOSE

Hooked first by the song's rock-a-country music that itself begs replaying, listeners

are pulled into the message that "No" is reasonable and okay. Commissioned by KDOT's Bureau of Traffic Safety, *In My Time* was written by Walter Bryant, who says the song was the most difficult of his career as a songwriter because of the significance of its message and the age of its audience.

In My Time is available for free download at InMyTime.net. CDs will be available at upcoming Heather Shelley shows throughout the state and from the Bureau of Traffic Safety, among other venues, all at no charge. On tour, the band will be performing the song live.



BEHIND THE MUSIC

"In 2005, 63 percent of Kansas students in grades eight through 12 reported having consumed alcohol in their lives," said Pete Bodyk, Chief of

KDOT's Bureau of Traffic Safety. "We expect *In My Time* to become not only a popular song across the state, but one that will help young Kansans resist pressure from their peers."

Research shows that, while young people drink somewhat less frequently than adults, they tend to consume nearly twice as much alcohol per occasion. Research also shows that the part of the brain responsible for judgment and impulse control, the

prefrontal cortex, is not fully developed until approximately the age of 24, and that alcohol impairs this part of the immature brain more quickly than it does the mature brain.

"This fact helps explain why Kansans, aged 15-24 years, who comprise only 19 percent of those of driving age, are now involved in almost 40 percent of alcohol-related crashes," said Bodyk.

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HELPING KANSANS MAKE THE RIGHT CALL

KDOT also now offers an anonymous tipline, **1-866-Must-B-21** (866-687-8221), designed to encourage citizens to become actively involved in reporting underage drinking violations that might otherwise go unnoticed. The toll-free tipline operates 24-hours-a-day, seven-days-a-week, and is now available for citizens to anonymously report parties involving underage drinking, purchases of alcohol for underage persons, and retailer willingness to make underage sales.

