

On September 10, 2016 The West Alabama Recovery Coalition orchestrated another successful Sober Tailgate. The University of Alabama played their first home game after winning the National Championships. We tailgated from 10:30-1:30pm in the middle of downtown Tuscaloosa at Government Plaza. Due to being downtown, right in the middle of where people park for the game, we were able to reach a variety of people. There are 14 people in our planning coalition and 35 volunteers. Each agency was represented with a tent and activity and/or give-away. We had a professional DJ/entertainer provide music and games for the whole family, as well as organize our door prize give away. We had over 50 door prizes. They ranged from Nick Saban memorabilia to food gift certificates, to a basket of canine goodies valued at \$100.

When someone arrived at the tailgate, they were directed to the registration table. While at the registration table, they received a free ticket, t-shirt and the ability to sign waivers for their children to participate in the children's activities. Each participant was able to obtain free items with their ticket. Such items were, soft drinks, water, Full Moon Hot Dogs, chips, cotton candy, snow cones and popcorn. Each ticket had a number on it. When it was time for the DJ to announce door prize winners, he called out a number that matched the number on your ticket. This was also helpful in keeping track of how many people were in attendance. This year, we had approx. 800 people in attendance.

We provided special activities for children. We had face painting, bounce houses and a bounce maze. This year Home Depot joined us and brought kits for the kids to build. The kid's area was manned by plenty of volunteers to maintain control and make sure everyone had a good time and stayed safe.

There were people there in all stages of recovery. We have a yearly participator who has over 33 years of sobriety. We also have beginners; those who have decided to make their sobriety day that very day. The District Attorney, Hays Webb, and representatives from his office were in attendance. Mr. Hays called stating he would like to support our cause and participate, not to politic. They stayed from beginning to end, mingling with all in attendance.

Tailgating in Tuscaloosa is just a fact of life. A typical tailgate, you will find PLENTY of alcohol. There is a large sober community in Tuscaloosa and we like to tailgate too, just without drugs and alcohol. The West Alabama Recovery Coalition is proud to provide a place to do that. There were several members of AA, CR, NA, CA, group homes, treatment centers, families and people who were curious as to what was going on.

To get the word out to the whole community about our free event, we used Billboard advertisement, TV commercials, we were guests on 3 local news shows, social media as well as personally inviting groups and individuals. There was an outpouring of gratitude for our efforts in providing a sober tailgate. Several people made comments that they were new in recovery and were hoping to find something fun to do on a game day. Other people stated they look forward to this event every year to celebrate Alabama football in a fun family friendly and SOBER atmosphere.



Welcome!
SOBER TAILGATE
TUSCALOOSA

Welcome!
FREE tickets HERE!
Stay Sober. Drink Pepsi.

stay sober. drink pepsi.

SOBER TAILGATE TUSCALOOSA

September 10, 2016



-vs-



10:30 - 1:30

Government Plaza
DOWNTOWN TUSCALOOSA



Entertainment!

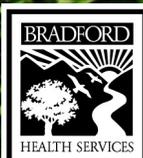
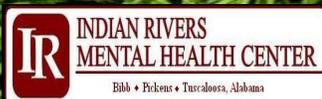
Hot Dogs
Popcorn
Cotton Candy
Face Painting
Snow Cones
Bounce Houses



Big AL Appearance!

Door Prizes!!

FREE EVENT - EVERYONE'S INVITED!



For event information contact Tara at Lifeline 205.737.3720