

UI to initiate “Think Before You Drink” campaign

By Brendan Stiles

HawkeyeDrive.com

On Monday, the University of Iowa announced plans for a campaign it has assembled to curb the consumption of alcohol by fans attending home games at Kinnick Stadium, as well as those planning to tailgate on Saturdays where there are home games.

For further details, including comments from Iowa athletics director Gary Barta, click [here](#) to read the UI’s release in its entirety.