

*(FORT FRANCES, ON) - The Rainy River District Detachment of the Ontario Provincial Police (OPP) is cautioning the public to be aware of a new online trend called Nekomination. The concept involves a drinking game where a person will quickly consume a large quantity of alcohol while participating in some type of extremely risky activity. The event is videotaped and then uploaded to a social media site while challenging at least two friends to respond with an increasingly risky activity.*

*The concept has recently garnered international media attention because some of the activities have led to serious bodily injury and death.*

*Officers are aware of a recently posted Nekomination video involving youth from the Atikokan area. This is a community safety issue and the OPP are currently investigating the incident. Where appropriate, charges will be laid. Parents are requested to talk to their children about their alcohol use and online risky behavior.*

*"Videos such as this negatively impact our youth because they promote dangerous behaviour and glorify heavy alcohol consumption, says Constable Anne McCoy. Alcohol related tragedies are the number one cause of injury and death in youth and most are preventable. With this particular fad, youth are not only under the influence of alcohol but are also impacted by peer pressure to take part in increasingly dangerous activities, which could result in deadly consequences".*

*For more information on how parents can talk to their teens about the dangers of alcohol consumption, please go to:*  
[http://www.canadadrugfree.org/wp-content/uploads/2013/02/madd\\_handbook\\_email1.pdf](http://www.canadadrugfree.org/wp-content/uploads/2013/02/madd_handbook_email1.pdf)

*For more information on how to parents can talk to youth about the responsible online behaviour, please go to:*  
<http://www.common sense media.org/sites/default/files/uploads/pdfs/9-12-familytip-privacyanddigitalfootprints.pdf>