

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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**For Immediate Release**

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CALIFORNIA ABC RECEIVES NATIONAL AWARD FOR “INNOVATIVE PROGRAM” TO FIGHT ALCOHOL-RELATED CRIME

San Diego – The California Department of Alcoholic Beverage Control (ABC) has received an award from the National Liquor Law Enforcement Association (NLLEA) for developing an innovative program to respond to alcohol-related crashes involving minors.

Called TRACE, or Target Responsibility for Alcohol-Connected Emergencies, it is a rapid response program for crashes involving minors and alcohol by ABC investigators. The TRACE Program has established a state-wide protocol with local and state law enforcement agencies to contact ABC when they respond to crashes involving minors and alcohol.

ABC investigators respond immediately to help gather evidence and information that may result in tracing how the minors obtained the alcohol, either directly from ABC licensed businesses, or from friends or family.

The award for the most Innovative Liquor Law Enforcement Program of the Year was presented to ABC Director Jerry R. Jolly by the President of NLLEA, Aidan Moore, at the association’s annual conference in San Diego.

Said Moore, “The California Department of Alcoholic Beverage Control has established itself again in developing unique programs to deal with alcohol-related crime by looking outside the box. It is not surprising that TRACE distinguished itself above all others when compared to other state programs submitted in this category.”

ABC Director Jolly called the award an honor and said, “This national recognition will underscore the importance of dealing with alcohol-related crashes involving minors.” Jolly said a great deal of credit should go to Lynn Goodwin of Exeter, California, who convinced ABC and other state agencies to create the protocol after her daughter was killed by a teen drunk driver.

Said Jolly, “We feel this program will further efforts to hold liquor licensees accountable when selling or serving alcohol to minors that result in serious or fatal crashes.”

The TRACE protocol has already produced successful backtrack investigations throughout California in which individuals and licensed businesses have been identified as selling or furnishing alcoholic beverages to minors involved in DUI crashes.

People under 21 years of age have a higher rate of fatal drunk driving crashes than the general adult population.