

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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**FOR IMMEDIATE RELEASE**

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## **HOLIDAY ALCOHOL ENFORCEMENT UNDERWAY**

### **“ABC investigators are working all hours to ensure compliance by retailers and distributors”**

**Sacramento** – As law enforcement served non-alcoholic drinks to lunch patrons today in Redding as part of California's Drunk and Drugged Driving (3D) Prevention Month, the Department of Alcoholic Beverage Control (ABC) served up a holiday message of its own to liquor licensees – “obey the law when selling and serving alcohol.”

ABC Director Jerry R. Jolly said every sworn officer with the ABC is being deployed into communities all over California in an effort to make this the safest holiday season ever. “Investigators are working all hours to ensure compliance by alcohol retailers and distributors during this holiday season,” said Jolly.

“ABC is working every weekend through the holidays to make sure those who sell and distribute alcohol do their part to make the holiday celebrations safe by obeying the law,” Jolly said. “Our efforts are designed to reduce tragic deaths and injuries during the holidays.” 160 persons under the age of 21 died in alcohol-related crashes during the year 2002 according to the CHP.

During California's annual Drunk and Drugged Driving Prevention Month, ABC reminds its licensees that full enforcement is underway. “ID's must be carefully checked. Belligerent and overly intoxicated persons should not be served. Minors who solicit alcohol must be told ‘no’,” Jolly said.

Jolly said the ABC will utilize its Minor Decoy Program, Shoulder Tap Decoy Program and its Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. The TRACE Program is an innovative program that has received a national award. “This program is making a difference by supplementing the efforts of other state and local law enforcement agencies that investigate alcohol-related crashes,” said Jolly. The TRACE has been in effect since April of this year. A total of 41 investigations are now active. These investigations involve crashes that have resulted in 25 deaths and 30 serious injuries.

Some of the investigations have resulted in accusations with substantial penalties. Additionally, arrests/warrants have been filed against 8 subjects who have been identified as furnishers to minors.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Sunne Wright McPeak, a member of the Governor's Cabinet.