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**PR # 04-76****ABC RAMPS UP ENFORCEMENT EFFORTS**

## Director makes announcement at COPTails Event

ABC and the Office of Traffic Safety (OTS) have teamed up with the California Highway Patrol and the California Restaurant Association during 3D Prevention Month to serve “COPTails” – or non-alcoholic drinks – to restaurant goers throughout the state. The event is designed to promote responsible consumption and spread the message to designate a driver before celebrating the holidays.

ABC Director Jerry R. Jolly said at a Tuesday, December 7, event that ABC Investigators are working all hours to ensure compliance by alcohol retailers and distributors during the entire holiday season.

In addition to ABC’s message to liquor licensees, law enforcement will educate the public about the overall dangers of impaired driving. “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.”

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.

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.