

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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PR 07- 67

MEDIA ADVISORY**Berkeley Alcohol Crackdown Results in Over 2200 Arrests
Violation Rate Drops at ABC Licensed Businesses in Berkeley**

WHAT: University of California at Berkeley Leaders, Berkeley Community Leaders, California Department of Alcoholic Beverage Control (ABC), Berkeley Police, UC Berkeley Police announce that progress is being made on a serious underage drinking problem. More businesses are refusing to sell alcohol to minors and more enforcement operations are targeting alcohol-related problems. More collaborative city and campus efforts have been put in motion to reduce underage drinking and associated problems.

WHO: ABC Grant Assistance Program District Administrator
University of California at Berkeley Associate Chancellor
Berkeley Police
UC Berkeley Police
UC Berkeley *Party Safe* Program and *Students for a Safer Southside*
Berkeley Alcohol Policy Advocacy Coalition

WHEN: 11am, Friday, April 27, 2007

WHERE: Berkeley Unified School District Admin. Building (Old City Hall), 2134
Martin Luther King Jr. Way (Outside on the front steps)

WHY: To reduce youth access to alcohol and send a clear message that businesses and adults should not sell or furnish alcohol to persons under the age of 21.

Note to media: ABC, Berkeley Police and UC Berkeley Police are planning undercover enforcement known as a Minor Decoy Operation around 6pm Friday evening and you are welcome to ride along. Please let ABC know by 5PM, Thursday, April 26 if you plan to ride-along. Call ABC Public Information Officer John Carr at (916) 826-8287 if you wish to attend the undercover operation. Thank You.