

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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California Joins National “We Don’t Serve Teens Campaign” Prevention Efforts  
*Parents urged to speak up and discourage underage drinking*

**Sacramento** — California has joined a national effort to highlight an underage drinking prevention campaign. California Department of Alcoholic Beverage Control (ABC) Director Steve Hardy today announced his support for a national public awareness campaign to prevent underage drinking. The initiative, called “*We Don’t Serve Teens*,” was developed by The Federal Trade Commission and is to inform adults that providing alcohol to teens is unsafe and illegal.

The legal drinking age is 21. As teens around the country have returned to school, the national We Don’t Serve Teens program is once again targeting easy teen access to alcohol. Over the past two decades—following adoption of the legal drinking age of 21 – drinking by high school seniors has dropped. It’s a law that protects kids.

Too many teens still drink though and we are still losing young people under the age of 21 in deadly alcohol-related crashes.

Where do they get the alcohol? A U.S. government survey shows that most of them do not pay for it. Instead, they get it from older friends, from family members, at parties, or they take it from their home, or someone else’s, without permission.

Most adults support the legal drinking age of 21. In fact, only 9% of American adults think that it is okay for adults to provide alcohol to underage youth. “If you learn that someone is thinking of providing alcohol to teens, tell them it is a bad idea, and that it’s illegal,” said ABC Director Steve Hardy.

If you have questions about underage drinking, go to [www.DontServeTeens.gov](http://www.DontServeTeens.gov) for more information.

The We Don’t Serve Teens campaign, sponsored by a coalition of public and private sector organizations, including the Federal Trade Commission (FTC\_ has been recognized by the U.S. House and Senate. The FTC prepared and maintains [www.DontServeTeens.gov](http://www.DontServeTeens.gov)

Don’t serve alcohol to teens, it’s unsafe. It’s Illegal, It’s irresponsible.

“We need educational efforts like this to go along with strong enforcement so California’s youth stay safe,” said ABC Director Steve Hardy. “It is my hope this campaign will encourage parents to start and continue a dialogue with their teen about the dangers of underage drinking.”

For more information on the campaign or to order materials visit [www.dontserveteens.gov](http://www.dontserveteens.gov).