

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC Releases Public Service Announcement with Prevention Message
Message Reminds Minors there are Consequences for Trying to Buy or Consume Alcohol

Statewide – The risk of teens consuming alcohol will be increasing as school is about to end and summer vacation season begins. Dangers facing youth include driving under the influence and alcohol poisoning. In response, the California Alcoholic Beverage Control (ABC) is launching a public information campaign in June that targets teens throughout California on radio stations. Additionally, television stations will be provided access to both a 15 and 30 second Public Service Announcement (PSA) that can be utilized by the broadcast outlets. The campaign is funded by a grant from the United States Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention (OJJDP). The PSA reminds persons under the age of 21 that attempting to buy alcohol can cost them a fine of \$250, 24-32 hours of community service and might possibly involve the suspension of their driver license.

ABC was awarded the federal grant from OJJDP to enforce underage drinking laws and educate the public about the consequences of underage drinking and the costs associated with violating alcoholic beverage laws.

“School is out for some and will be out shortly for most minors and we really want to reach them with this prevention message,” said ABC Director Steve Hardy. “Protecting youth has always been a high priority for ABC and will continue to be a major emphasis. There isn’t a parent in California who wants their son or daughter to be hurt or killed in an alcohol-related crash or end up in a trauma center with alcohol poisoning, that’s why we are pushing this message, to try to prevent tragedies and keep youth safe.”

The Public Service Announcement highlights the consequences minors face when attempting to illegally buy alcohol. The message is part of ABC’s overall strategy to educate the public about underage drinking laws and hopefully create a dialogue about underage drinking among California youth and between parents and their minor children.

ABC is a department of the California Business, Transportation and Housing Agency, which is under the direction of Secretary Dale E. Bonner, a member of the Governor’s Cabinet.