

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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California Supports National “We Don’t Serve Teens Week” Prevention Efforts *Public service announcements to air, parents requested 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 joined Governor Arnold Schwarzenegger by announcing 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.

Governor Arnold Schwarzenegger has issued a proclamation designating the week of September 10, 2007, as “We Don’t Serve Teens Week,” in support of the nationwide initiative to reduce teen drinking.

“Unfortunately, more than sixty-two percent of eleventh graders admitted to drinking alcohol in a recent California Student Survey, and I believe these numbers must serve as a call to action,” Governor Schwarzenegger stated. “As parents and friends who care about our young people and want them to live long, healthy lives, we must discourage this destructive behavior. I ask those who serve alcohol to teens to stop immediately because they put teens at risk. In addition, I encourage parents to talk to their teens about the negative effects that alcohol use can have on them and others.”

“*We Don’t Serve Teens Week*” is a national effort aimed at educating adults on how youth obtain the alcohol they drink and how to discourage underage drinking.

“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.”

“Underage drinking is not inevitable,” said the Federal Trade Commission’s Janet Evans. “All adults can play a role in reducing underage drinking and related injury. The We Don’t Serve Teens website, www.dontserveteens.gov, provides important information about underage drinking and tips on reducing easy underage access to alcohol.”

The “*We Don’t Serve Teens*” campaign involves a coalition of public and private sector organizations including The Century Council, the Federal Trade Commission, Wine and Spirits Wholesalers of America, Inc., the U.S. Department of Treasury Alcohol and Tobacco Tax and Trade Bureau, the National Alcohol Beverage Control Association, Students Against Destructive Decisions, the National Liquor Law Enforcement Association, the Responsible Retailing Forum, the National Association of State Alcohol and Drug Abuse Directors, Inc., the National Consumers League, and the American Beverage Licensees. Elements of the campaign include a television public service announcements, print ad, lapel pins, cold case stickers, register signs, and posters. For more information on the campaign or to order materials visit www.dontserveteens.gov.