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ABC announces “25K Find a New Way” Contest

Win up to \$25,000 for an innovative idea to reduce underage drinking

(Sacramento) – On August 25, 2015, The California Department of Alcoholic Beverage Control (ABC), Caltrans and the Department of General Services introduced the "25K Find a New Way" contest. The contest invites the public to submit ideas that can make state government more efficient and effective. ABC may give more than one award in the contest but the total amount of prize money that can be awarded is \$25,000.

The project started when Governor Jerry Brown signed Assembly Bill 2138, the Innovation Awards bill, by Assemblyman Mike Gatto. The legislation offers awards to Californians who can provide intellectual property that solves a specific problem, improves a process, or otherwise streamlines a system within a government agency.

ABC is asking Californians to propose new creative ideas to help combat underage drinking, a huge problem in California that results in too many young people being killed or injured in alcohol-related crashes or other alcohol-related incidents. The proposal must chart out a plan that details how the ABC can implement a new, cost effective and efficient way to better prevent alcohol consumption by persons under the age of 21. The proposal must explain how ABC can put this approach into action with existing personnel and at no extra cost to the State of California.

Over the years, ABC has utilized numerous approaches to prevent or reduce underage drinking. These approaches have included preventative/educational efforts such as offering free LEAD training to licensees to educate them on how to prevent sales and service of alcoholic beverages to minors. ABC has also engaged in undercover and high-profile investigations, minor decoy and shoulder tap operations, and TRACE investigations to stop sales and furnishings of alcoholic beverages to minors. Despite these efforts, underage drinking remains a problem. The “25K Find a New Way” contest allows for the public to submit ideas to try to reduce and prevent underage youth from consuming alcohol.

Entries must be postmarked or submitted online to ABC by 5:00 p.m. P.D.T. by October 13, 2015.

Please visit www.abc.ca.gov for more details.

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