

## Red Wing CHI Sticker Shock Campaign: October 28 & 29, 2010

This event was sponsored by the Red Wing CHI Council with participation from the local high school students. The Sticker Shock Campaign is designed to reach adults who might purchase alcohol legally and provide it to minors. Stickers warning about the penalties for furnishing alcohol to minors are placed on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers.

The local merchants that participated in the event were Harbor Bar, Woodshed Bar, Rivertown Liquors, House of Wines, Liquor King, MGM, Red Wing Liquor and West End Liquors.





