

## Pre-Event Press Release

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“FOR IMMEDIATE RELEASE”

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### **Local Youth & Red Wing CHI Kick Off Public Awareness Campaign “Project Sticker Shock” to Target Adults who Provide Alcohol to Youth**

Red Wing CHI (Chemical Health Council) and local students are planning to kick off “Project Sticker Shock,” a youth-led initiative to change adult attitudes about selling and providing alcohol to minors at the liquor retailers within the community on Thursday, October 28<sup>th</sup> and Friday, October 29<sup>th</sup>. The project is a national campaign to bring attention to the issue before major holidays throughout the year. The local CHI group, in partnership with the local student groups, has decided to implement the campaign prior to the Halloween holiday and the start of the main holiday season.

Local youth from Red Wing High School are part of a community-wide youth movement working with participating stores to spread “Sticker Shock” waves across the Red Wing community. This is an effort to reach adults who might be tempted to buy alcohol for youth under 21 who can’t buy it legally themselves. The bright red stickers stand out on the beer cases for all to see, and provide a strong reminder: “Providing Alcohol to Minors is Illegal! Fines are up to \$2,500 &/or up to one year in jail!” When adults supply alcohol to youth it sends a very mixed message. Underage drinking is not a teen problem, but a community problem. Adults, youth, law enforcement, and retail stores all need to be part of the solution.

Project Sticker Shock was originally sponsored by the Maine Office of Substance Abuse and funded by a federal grant from the Office of Juvenile Justice and Delinquency Prevention. The Sticker Shock campaign was first introduced in Maine in February of 2001 by youth in the Fort Kent area who designed the stickers and posters that are now being used in this nationwide campaign.

Red Wing CHI recognizes Liquor King of Red Wing, House of Wines and Liquor, West End Liquors, River Liquor, Red Wing Liquor, MGM Liquor Warehouse, Harbor Bar and the Woodshed Liquor Store for their desire to manage the sale of alcohol responsibly and wants to showcase these businesses as partners in this effort. A strong community message is sent when businesses like these speak out against underage drinking. This time of year is a particularly high-risk time with the holiday season upon us and we encourage people to remember that providing alcohol to minors, or allowing them to drink in a place under your control, is against the law all year round. The local CHI Council along with youth leaders from the local high school student groups and participating retail stores are working together to create a safer, healthier lifestyle by combating the problem of underage drinking. Alcohol has been identified as the number one drug of choice among Goodhue County youth, and according to local youth, is one of the easiest substances to obtain. The Sticker Shock campaign hopes to cause adults to think twice before making it any easier for youth to access alcohol.

For more information, visit our CHI Website at [www.CHI-Goodhue.org](http://www.CHI-Goodhue.org) .