



FOR IMMEDIATE RELEASE

CONTACT:
Gwen Drenick, NCADD-OC/CAN
949.595.2288 x314

August 23, 2010

**Boys & Girls Clubs of Laguna Beach Participated in
South Orange County Underage Drinking Task Force Youth Activity**

Laguna Beach, CA – As part of the South Orange County Underage Drinking Task Force (SOCUDTF), youth from the Boys & Girls Clubs of Laguna Beach participated in a collaborative community prevention activity called *Sticker Shock* on Thursday, August 12, 2010. This activity from Mothers Against Drunk Driving- Orange County (MADD-OC) serves as part of the SOCUDTF campaign to reduce underage drinking in the City of Laguna Beach.

The *Sticker Shock* activity is aimed at preventing youth access to alcohol. Youth visited the Stop and Go Liquor Store and placed stickers with prevention messages on alcohol multi-packs. This created a visual reminder to purchasers that it is illegal to provide alcohol to anyone under the legal drinking age of 21 years old. Messages also reminded customers that you have to be 21 years old to purchase alcohol. In addition, the Minor Drinking – Major Problems campaign message was displayed on stickers, refrigerator window clings, and cash register penny trays that were given to each store.

“On Behalf of MADD-OC, the South Orange County Underage Drinking Task Force, and the National Council on Alcoholism and Drug Dependence – Orange County, I commend this establishment for participating in this youth activity to prevent and reduce underage drinking in the City of Laguna Beach. Many thanks go out to the youth from the Boys & Girls Clubs of Laguna Beach that are invested in reducing underage drinking in their community,” said Mary Beth Griffin, Executive Director of Mothers Against Drunk Driving- Orange County.

For more information on the South Orange County Underage Drinking Task Force (SOCUDTF) and decreasing alcohol availability to minors, please contact Terah Glass at 949.595.2288 x318 or tglass@canoc.org.

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