



FOR IMMEDIATE RELEASE

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**Local Youth Launch “Sticker Shock” Campaign
to Target Adults who Provide Alcohol to Youth**

Tucson, Arizona (December 7, 2012) – A youth-led initiative to change adult attitudes about selling and providing alcohol to minors in the community will launch on Wednesday, December 12 at a local grocery store. This public awareness campaign is sponsored by the Liberty Partnership Kino Neighborhoods Council (LPKNC) to bring attention to the issue during the holiday season when youth are more likely to get alcohol from adults they already know.

Local youth from a leadership group at Lauffer Middle School, called the Blue Tigers (Los Tigres Azules), are working with participating stores to spread “Sticker Shock” waves across South Tucson in an effort to reach adults who might be willing to buy alcohol for – or simply have alcohol available to – youth under 21.

The stickers, cleverly designed by the youth themselves, warn consumers not to give alcohol to minors.

Super Carniceria del Valle, located at 2611 W. Drexel Rd. is the first business to embrace this campaign and support the responsible sale of alcohol. On December 12, 2012, 12 youth and 3 facilitators will place stickers on multi-packs of alcohol products. The goal is to promote awareness and expand support by local businesses who will allow for “Sticker Shock” in their stores.

Alcohol is 6.5 times more likely to result in the death of teenagers than all illicit drugs combined. According to a recent Arizona Youth Survey, nearly 1 in 5 minors obtain alcohol from a parent or family member of legal drinking age.

Noel L., age 12, President of the Blue Tigers youth group, is looking forward to spreading a community-wide message. “I’m here to help minors and students stay away from drugs and alcohol,” he said.

Project Sticker Shock is sponsored by the LPKNC, which is funded by the Community Partnership of Southern Arizona and supported by CODAC Behavioral Health Services. The Sticker Shock Campaign was first introduced in Maine in February of 2001 by youth in the Fort Kent area.

Media is invited to join the youth on Wednesday, December 12 from 2:00-3:00 p.m. while they put the stickers on alcohol multi-packs. Youth are available for interview.

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