



## **NEWS RELEASE**

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Contact: Captain Michael J. Trice (804) 365-6292 (w)  
(804) 389-4501 (c)

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### **Project Sticker Shock Targets Underage Drinking Local Youth Participate in Statewide Program to Educate Adults and Local Alcohol Retailers**

Youth leaders from throughout the county, in partnership with the Hanover County Sheriff's Office, the Hanover County Community Services Board, the ICARE Coalition, the Regional Drug Free Alliance, and the Virginia Department of Alcoholic Beverage Control are working together to create healthier communities through combating the growing problem of underage drinking. National surveys and reports have identified alcohol as the #1 drug of choice among youth and one of the easiest to access.

We are proud to announce our participation in PROJECT STICKER SHOCK on November 13, 2009. Sticker Shock is a youth led prevention program. It is designed to support existing and encouraging new community activism, cooperative efforts, and community capacity building to combat underage drinking and its related problems, specifically adults providing alcohol to minors.



Project Sticker Shock seeks to reach those persons 21 years of age or older who might illegally purchase alcohol and provide it to minors. Youth will visit participating retailers accompanied by the Hanover County Sheriff's Office and members from Hanover County Community Services. They will place prevention stickers on multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers. The stickers display a warning message about the penalties for purchasing or providing alcohol to minors.

The project represents a partnership between youth, licensed establishments, concerned parents, community members, prevention professionals, and law enforcement with the goal of educating persons 21 and older of the underage law and raising public awareness about underage drinking.

The Virginia Department of Alcoholic Beverage Control through a federal grant from the U. S. Office of Juvenile Justice and Delinquency Prevention provides funding for Project Sticker Shock.

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