



FOR IMMEDIATE RELEASE

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**Sticker Shock
To Warn Adults
To not Provide Alcohol to Minors**

Oakland County merchants are welcoming teams of youth and adults as they place stickers on alcohol multi-packs during this graduation season. The stickers warn adults that “*Providing Alcohol to Minors is Illegal.*” While some adults think drinking is a “rite of passage” during graduation season, most parents and youth want to enjoy their celebrations alcohol-free. “This is a time of joy with promises for a good future,” stated Donnis Reese. “Young people don’t need the dangers of alcohol use.”

The youth who participate in Sticker Shock appreciate the message they are giving to adults. Sydney Dewan, a sixth grade student says “I think it's important to be working with other kids on Sticker Shock in our communities. I look forward to doing this project with some of my friends from Coolidge Intermediate School.” Miss Dewan is part of a new group of students in the Southeast Oakland Coalition who are committed to reducing alcohol and drug use in their communities. She continues, “The reason I think it's important is because young people need to get involved, and let adults know how important it is to not buy alcohol for kids. Everyone has to help out in stopping underage drinking for our own safety.”

It’s illegal to provide alcohol to anyone under 21 years, and it’s illegal to host a part where alcohol is available to minors. Yet statistics reveal that most Oakland County youth who drink alcohol get the alcohol from relatives and friends, and too often in their own homes.

Last year, more than 60 Oakland County merchants participated in “Project Sticker Shock” with over 60,000 stickers placed on alcohol multi-packs; and window clings displaying the “*Providing Alcohol to Minors is Illegal*” message. The community coalitions of ACHC estimate even higher numbers this year.

“Project Sticker Shock,” is an initiative implemented in several parts of the United States to change adult attitudes about selling and providing alcohol to minors. The florescent orange-and-black 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 \$1,000 &/or up to 60 days in jail.” This program is sponsored by the Oakland County Prosecutor’s Office and the Alliance of Coalitions for Healthy Communities.