



News Release

Promoting
Responsible
Alcohol
Sales and
Service

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Oregon Liquor Control Commission and Oregon Partnership team up to stop underage drinking

Portland, Ore. — To kick off Alcohol Awareness month, the Oregon Liquor Control Commission presented a check for \$10,000 to Oregon Partnership April 2 as part of a joint effort to stop underage drinking.

The partnering agencies received the \$10,000 grant from the National Alcoholic Beverage Control Association to fund a print and radio campaign. The materials will focus on the dangers of underage drinking and the legal consequences for someone who provides alcohol to a minor.

“Stopping underage drinking is a much bigger issue now than it was twenty years ago,” said Judy Cushing, President and CEO of Oregon Partnership. “We now have research that proves adolescent drinking severely damages a child’s still developing brain. We also know that teens who drink before age 21 are more likely to develop alcohol dependency as adults.”

Underage drinking is a big problem in Oregon. In recent surveys, many teens reported getting alcohol from home.

“People who buy or provide alcohol for a minor could go to jail and pay a fine of \$1,000 or more,” said Steve Sander, OLCC Training Analyst and Program Coordinator. “Kids are ‘shoulder tapping’ – asking adults to buy alcohol for them. One way to reduce underage drinking is to educate the grown-ups who are buying it.”

“The statistics are incontrovertible,” said Rudy Williams, OLCC Deputy Director. “We feel good about our long-term relationship with Oregon Partnership and joining forces to address these issues.”

The printed materials will be available in Oregon liquor stores and businesses that sell alcohol for off-premise consumption such as grocery or convenience stores. A public service announcement will be produced for radio. The campaign is scheduled to launch in summer 2008.

For more information on Alcohol Awareness month, <http://ncadi.samhsa.gov/seasonal/aprilalcohol/>



Judy Cushing, President and CEO of Oregon Partnership and Rudy Williams, OLCC Deputy Director