

Safe Climate Coalition

"A Shared Services Network Initiative"



<http://safeclimatecoalition.org/>

Lake County: A healthy community climate, free of violence and substance abuse.

FOR IMMEDIATE RELEASE

Monday, May 14, 2007

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Event: "Lake County Sticker Shock Project"

Event Date: Saturday, May 12, 2007 ...

TAVARES – The Safe Climate Coalition of Lake County once again used a national program to highlight local rates of underage drinking for the second time on May 12, 2007. With the cooperation of the Lake County Sheriff's Office, local convenience stores, four Lake COUNTY SADD Chapters and ABT Agent, Dan McGill, participants traveled to local convenience stores to place stickers on packages of beer and other alcohol products.

The stickers sends this message: IT IS ILLEGAL TO BUY OR PROVIDE ALCOHOL FOR ANYONE UNDER 21. With the permission and cooperation of each store, every alcohol product in stock has this warning sticker. Poster size reproductions of the sticker design were also provided for each store to display.

Until January 2007, Lake County has ranked 6th in the state for underage drinking. Recent statistics prove a drop to 23rd in the state for underage drinking but closer inspection shows only two percentage points difference from the county currently ranking 6th. The goal of the Lake County Sticker Shock Project is **to reach adults who might purchase alcohol legally and provide it to minors!** Sticker Shock is an award-winning program that began in Pennsylvania in 1998 and is now used nationally as an

awareness tool. The sticker was designed by Brandon Mills of Umatilla High School. The sticker was chosen from among the 240 submissions for the 2007 Sticker Shock Project.

This program is being coordinated by the Safe Climate Coalition of Lake County, Inc. with assistance from the SADD Chapters and the Lake County Sheriff's Office. Funding for this project is provided by the Florida Office of Drug Control through the 2006 DFC Grant award to the Safe Climate Coalition of Lake County, Inc.

The Safe Climate Coalition of Lake County, Inc. was founded in May 2003. The primary purpose of this Coalition is to make changes at the community level by moving the community in the right direction. The vision of the Safe Climate Coalition is *Lake County: A healthy community climate, free of violence and substance abuse*. The mission is *to collaborate with community stakeholders to maximize resources and provide opportunities for children and families to be self-sufficient, productive contributors in Lake County and society*. For more information, please go to www.safeclimatecoalition.org or call 352.408.2009.