

# 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

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**Event:** “Lake County Sticker Shock Project”

**Event Date:** Saturday, May 12, 2006

**Event Location:** Four local SADD Chapters will be targeting convenience stores in the Leesburg, Groveland and Clermont areas.

TAVARES – The Safe Climate Coalition of Lake County will once again use a national program to highlight local rates of underage drinking. On Saturday, May 12<sup>th</sup>, the Lake County Sticker Shock Project participants will be traveling to convenience stores to place stickers on alcohol products. The stickers carry the message that it is illegal to buy or provide alcohol for anyone under 21 years of age. With the permission and cooperation of each store, every alcohol product in stock will have this warning sticker. Each SADD (Students Against Destructive Decisions) will have adult chaperones and be escorted by a School Resource Deputy from the Lake County Sheriff’s Office.

Because Lake County has ranked 6<sup>th</sup> in the state for underage drinking in the past, 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 1996 and is now used nationally as an awareness tool. The sticker was designed by Brandon Mills of Umatilla High School. 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 invites all local media to cover the event to help send a message about the impact of underage drinking. Reporters and photographers are welcome to follow the SADD Chapters as they travel to stores around the county. Please contact Debi MacIntyre at 352.408.2009 for more information.

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*.