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Contact: Wendy Murdock, Drug Free Communities (DFC) Coordinator
Company: Jackson County Substance Abuse Prevention Coalition
Phone: (517) 796-5129
Web Site: www.drugfreejackson.com and facebook.com/jcsapc
Facebook: facebook.com/mostteensdont
E-Mail: wmurdock@uwjackson.org

Grass Lake Teens Target Underage Drinking – Project Sticker Shock

Jackson, MI (July 29, 2013)

Most Teens Don't (MTD) students from Grass Lake Middle and High Schools, the Jackson County Substance Abuse Prevention Coalition (JCSAPC) and the Jackson County Office of the Sheriff are working together to create a safer, healthier community by addressing underage drinking.

According to the Michigan Profile for Healthy Youth (MiPHY) data, the number one drug of choice by teens in Jackson County is alcohol; 67% say it is easy or very easy to get alcohol. To combat this issue, MTD 'Ambassadors,' JCSAPC and the Sheriff Department are working with local Grass Lake alcohol retailers to implement **Project Sticker Shock**, an initiative to help educate the public and change attitudes about selling and serving alcohol to anyone under 21. Funding for this project is provided through the Grass Lake Coalition Wellness Initiative by the Chelsea-Area Wellness Foundation.

Twelve alcohol retailers in and around Grass Lake have agreed to participate in this event. Red and white stickers and posters with warnings about selling to minors will be placed on packs of alcohol products as well as on refrigerator doors. The project will kick off on July 31, 2013 at 10:00 a.m. at Franks Shop Rite. Alcohol retailers participating include: Calderon Golf, Clear Lake Service (Marathon), Curley's Pub-N-Grill, Frank's Shop Rite, Leoni Party Store, Little Grass Shack, Mugg & Bopps (Mobile), Save Time (Mobile), SMUY Mini Mart (Buddy's), Val's Country Corners, Village Inn and Village Market.

Most Teens Don't is a social norming campaign in Jackson County that began in 2009. Its current membership is approximately 160 students in nine schools. For more information, contact Wendy Murdock at (517) 796-5129. Any parent, school official or Jackson teen interested in the campaign can contact Wendy as well. *To contact Wendy Murdock during the sticker shock event, call (517) 945-1589.*

