



MEDIA ADVISORY

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ALCOPOP-FREE ZONE™ MARIN MOBILIZATION, MARCH, RALLY AGAINST CANAL 7-ELEVEN



SAN RAFAEL, CA (May 16, 2012) – Alcohol Justice, the U.S.-based industry watchdog, and Youth for Justice (a San Rafael Canal area youth group) invite you to a mobilization against alcopop sales in the Canal – and all of Marin County.

What: Demonstration in support of Alcopop-Free Zone™ Marin.

When: Friday, May 18, 2012, 6-7 p.m. (PST)

Where: Alcohol Justice, 24 Belvedere St. San Rafael, CA 94901, then march to 7-Eleven, 80 Medway, St., San Rafael 94901
Streaming live @ www.AlcopopFreeZone.us



Who:

- John Whitaker, former child actor, alcohol and drug counselor, Tarzana Treatment Centers
- Alcohol Justice
- Being Adept
- Families for Safer Schools
- Marin County Advisory Board on Alcohol and Other Drug Problems
- Marin County Dept. of Health & Human Services Prevention Hub
- Marin County Pharmacists Association
- Novato Blue Ribbon Coalition for Youth

- Pharmacist Planning Service, Inc.
- Santa Margarita Neighborhood Association
- Twin Cities Coalition for Healthy Youth
- YMCA – Marin County Youth Court
- Youth Leadership Institute
- Youth for Justice

Why: To encourage Marin 7-Eleven stores franchise owner to sign the community agreement supporting the Alcopop-Free Zone Marin campaign and stop selling alcopops which encourage underage consumption leading to serious alcohol-related harms

Because:

- Alcopops are cheap, sweet, bubbly, bright, supersized flavored malt beverages that are the most likely drug or alcohol of first choice for youth
- The marketing, packaging, flavoring, and pricing of alcopops is false advertising, meant to trick youth into thinking the products are safe and just cheaper forms of energy drinks
- The Marin County Board of Supervisors recently passed and signed *Resolution 2012-41* encouraging Marin alcohol retailers to voluntarily remove youth-attractive alcopops from their shelves
- 7- Eleven uses alcopops as loss leaders, but it's resulting in the community's loss of future leaders

Media

Availability: For more info, interviews with Alcohol Justice staff, or Youth for Justice members, please contact Michael Scippa – (415) 548-0492

To learn more, go to www.AlcopopFreeZone.us

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