



News Release

Oregon Liquor Control Commission
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OLCC & Oregon Partnership team up 2nd year to stop underage drinking

Portland, Ore. — The Oregon Liquor Control Commission presented a check for \$10,000 to Oregon Partnership Mar. 24 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 consequences of supplying alcohol to minors, also known as “shoulder tapping.” The anti-shoulder tapping campaign will launch summer 2009 in retail outlets around the state.

“We’ve been working with licensees around the state to make sure they are checking IDs and not selling to minors,” said Rudy Williams, OLCC Deputy Director of Public Safety. “Kids are shoulder tapping to get older adults to purchase it for them. One way to reduce underage drinking is to educate the grown-ups who are buying it.”

According to the Department of Human Services’ Healthy Teen Survey, many teens reported getting alcohol from home. In 2008, OLCC and Oregon Partnership teamed up to produce an anti-furnishing campaign that targeted parents to inform them that underage drinkers often get their alcohol from their parents’ own liquor cabinets. Posters and bottle hangers were featured in the OLCC’s liquor stores. This year, the campaign will focus on the adults in general to inform them of the penalties and liabilities of purchasing alcohol for minors. Campaign materials will be featured in grocery stores and supermarkets where beer and wine are sold.

“We thank the OLCC for their efforts to reduce underage drinking in Oregon. Adults furnishing alcohol to minors is a very serious problem,” said Judy Cushing, President and CEO of Oregon Partnership. “Our partnership last year has not only raised awareness, but parents and other adults have a better understanding of the dangers of furnishing alcohol to minors. We look forward to expanding the partnership this year with the anti-shoulder tapping campaign.”

“We are incredibly grateful to NABCA for funding this campaign,” said Williams. “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 retail businesses that sell alcohol for off-premise consumption such as grocery or convenience stores. A public service announcement will be produced for radio.

For additional information on reducing underage drinking, visit http://oregon.gov/OLCC/alcohol_and_minors.shtml and <http://www.faceitparents.com>

Check presentation video can be found at <http://www.youtube.com/user/OLCC2008>

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Promoting the public interest through responsible alcohol sales and service.