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*News Release*

FOR IMMEDIATE RELEASE

[DATE]

Contact: [Name and phone number]

[email address]

 **[Organization Name and/or Coalition Name] Supports [City Name] Police Efforts to Prevent Underage Alcohol Use**

The [City Name] Police Department will target underage drinking during a special traffic enforcement effort on [date of enforcement activity]. [Organization Name and/or Coalition name] supports this effort to prevent youth alcohol-related tragedies. During the crackdown, officers will increase traffic patrols and will target impaired drivers by watching for violations such as reckless driving, speeding, and aggressive driving. Teenage driver will be the focus of the enforcement.

“Our officers are always committed to everyone’s safety, but we’re especially thankful for this special enforcement effort to protect [City or Region; for example, “Linn County” or “Eastern Iowa”] teens,” said [Agency name, Iowa Partnerships for Success Coordinator] [first and last name]. “Impaired driving is one of the most serious traffic risks in our country and kills thousands every year.”

According to Iowa law, it is illegal to drive while under the influence of alcohol or street drugs. If your blood alcohol concentration (BAC) is tested and found to be 0.08 percent or more, you will be arrested. For those under 21 years old the limit is 0.02 percent.

According to the U.S. Surgeon General, approximately 5,000 people under the age of 21 die each year as a result of underage drinking. This includes about 1,900 deaths from motor vehicle accidents. This effort sends the message that [City or Region; for example, “Linn County” or “Eastern Iowa”] has a zero tolerance policy toward underage drinking.

Everyone in [City or Region] can help fight underage drinking:

* Create friendly, alcohol-free places where teens can gather.
* Create programs, including volunteer work, where young people can grow, explore their options, succeed, and feel good about themselves without alcohol.
* Help teens realize that, like “doing drugs” or smoking, underage drinking is unhealthy and can drastically impact their lives.
* Let teens involved with underage drinking know that it’s okay to ask for and get help.

The Iowa Partnerships for Success Grant funded by the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention and is administered by the Iowa Department of Public Health (IDPH) to help reduce underage and underage binge drinking. [agency name] was awarded the grant.

For more information on underage drinking, visit <http://www.whatdoyouthrowaway.org/> or call [your name and phone number].

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