

News Release: April 11, 2014

South Park Coalition Raises Awareness of Underage Drinking through Sticker Shock Campaign

Ward 5 celebrates responsible businesses that have the youth of our neighborhoods at heart. This month South Park teenagers are joining volunteers with the South Park Drug Free Communities Coalition in a creative **Sticker Shock Campaign, April 28 – May 2' 2014**, that combines fun, artwork, and a potentially life-saving message.

The goal in Ward 5 and throughout the city is to showcase participation from responsible liquor outlets and to avert tragedies by emphasizing a single message: **DON'T BUY ALCOHOL FOR ANYONE UNDER 21!** Jim's Market and Henry's Market in 85713 are among businesses partnering with youth around this message.

A South Park teen attending Pistor Middle School is working to make the campaign a success. Last January with adult volunteers and other youth, she helped place youth-designed stickers on merchandise in the stores. Now she's promoting the coming campaign. "I'm proud to be a role model for my brother and my peers" she said. The South Park Drug Free Communities Coalition sees her as an emerging leader for a healthier and safer Ward 5.

Quincie Douglas Public Library and the Holmes Tuttle Boys and Girls Club have promoted the Sticker Shock Campaign by involving youth in a contest to design the best sticker. Look for that design to be on merchandise the last week of April.

The South Park Drug Free Communities Coalition is open to the public. It meets on the 4th Thursday of every month at 5:30 pm at the Tucson Urban League, 2305 S. Park Ave., Tucson, AZ 85713.

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