



Local youth kick off public awareness campaign

'Project Sticker Shock' to target adults who provide alcohol to youth

"Adults need to set a better example for kids," said Adam Young, Walker-Hackensack-Akeley Teens Leading the Way Student. "When adults supply alcohol to youth it sends us a very mixed message. Underage drinking is not a teen problem, but a community problem. We all need to work together to come up with a solution".

Representatives from the Working Together Coalition, Local Media, Cass County Sheriff's Office, County Attorney's Office and participating business employees participated in the event by holding cases of beer while youth applied the stickers.

"A strong community message is sent when these businesses take responsibility for speaking out against underage drinking," said Kelly Felton coordinator for the Working Together Coalition "We as a community, adults, youth, law enforcement, and stores need to all work together". Cass County Sheriff, Tom Burch offered a particularly timely message. "Allowing minors to consume alcohol in your home, even if you don't supply the alcohol is a crime in Cass County" he reminded parents and community members. "Spring and summer can be particularly high-risk time of year, but we don't want people to forget that providing alcohol to minors, or allowing them to drink is okay, is against the law all year round."

Youth leaders from Teens Leading the Way and local participating retail stores - City of Hackensack Municipal Liquor Store, Y Bottle Shop in Walker, MN, City of Walker Municipal Liquor Store, Super One Grocery in Walker, Ultimate Liquors in Pine River, Holiday Station in Pine River, DJ's Liquor Outlet in Backus, Remer Municipal Liquor Store, Shadberry's, Lone Wolf near Remer, and Lake Country Grocery and Liquor Store in Outing - are working together to create a safe and healthy place for our youth by hoping to reduce underage drinking.

Alcohol has been identified as the number one drug of choice among youth, and according to local youth, one of the easiest substances to obtain.

The Sticker Shock campaign hopes to cause adults to think twice before making it any easier for youth to access alcohol.

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