



**For Immediate Release
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**Local Youth Participate in Public Awareness Campaign
“Project Sticker Shock” to Combat Underage Drinking**

The South County Youth Network and the Fairfax County Police Department’s Mount Vernon Police District joined forces on Saturday, December 11 to sponsor “Project Sticker Shock,” a youth-led initiative to change adult attitudes about providing alcohol to minors.

Youth participants from Carl Sandburg Middle School, Walt Whitman Middle School, Mt. Vernon High School, and the South County Teen Center visited Giant, Shoppers Food Warehouse, and WalMart to place stop sign shaped stickers on alcoholic beverage containers to remind adults that selling alcohol to minors and purchasing alcohol for minors is against the law. The youth were accompanied by adults and law enforcement.

“With the holiday season and students on break soon, it is especially important to take this proactive stand against underage drinking in our community,” said South County Youth Network President Burnette Scarboro. “We thank the local retailers for participating with us in this program to raise awareness and save lives.”

According to Scarboro, this public awareness campaign will take place again along the Route 1 Corridor in Spring 2011.

Materials for this campaign were supplied by Virginia Alcoholic Beverage Control – Education Section. The South County Youth Network effort also is supported by the Fairfax Countywide Initiative to Reduce Underage Drinking (CIRUD), which operates as a task force under the Unified Prevention Coalition of Fairfax County Public Schools.

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