

HANOVER COUNTY SHERIFF'S OFFICE

NEWS RELEASE

COLONEL DAVID R. HINES, SHERIFF

7522 County Complex Road, Hanover, VA 23069 – (804) 365-6110 – www.hanoversheriff.com

Contact:

Sgt. Christopher Stem
(804) 365-3135 w
(804) 839-3491 c
cjstem@hanovercounty.gov

FOR IMMEDIATE RELEASE
January 26, 2016

Project Sticker Shock Targets Underage Drinking

Hanover, VA- The Hanover County Sheriff's Office is proud to announce our participation in PROJECT STICKER SHOCK on February 6, 2016 from 9 a.m. to 12 noon. Sticker Shock is a youth led prevention program. It is designed to support existing, and encourage new community activism, cooperative efforts, and community capacity building to combat underage drinking and its related problems, specifically adults providing alcohol to minors.

Project Sticker Shock seeks to reach those persons 21 years of age or older who might illegally purchase alcohol and provide it to minors. Youth will visit participating retailers accompanied by the Hanover County Sheriff's Office, Ashland Police Department, and members from Hanover County Community Services. They will place prevention stickers on multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers. The stickers display a warning message about the penalties for purchasing or providing alcohol to minors.

The project represents a partnership between youth, licensed establishments, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating persons 21 and older of the underage law and raising public awareness about underage drinking.

The Virginia Department of Alcoholic Beverage Control, through a federal grant from the U. S. Office of Juvenile Justice and Delinquency Prevention, provides funding for Project Sticker Shock.



"CONTINUING TO BE A PART OF, NOT APART FROM, THE COMMUNITY"



HANOVER COUNTY SHERIFF'S OFFICE

NEWS RELEASE

COLONEL DAVID R. HINES, SHERIFF

7522 County Complex Road, Hanover, VA 23069 – (804) 365-6110 – www.hanoversheriff.com

“CONTINUING TO BE A PART OF, NOT APART FROM, THE COMMUNITY”