



Hanover County Sheriff's Office

Media Release



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FOR IMMEDIATE RELEASE

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Project Sticker Shock Targets Underage Drinking

Hanover, Va. – The Hanover County Sheriff's Office is proud to once again announce our participation in PROJECT STICKER SHOCK on Saturday, May 14, 2022, 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, Hanover Cares 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 provides funding for Project Sticker Shock.

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