



For Immediate Release

Contact info below

Three local Drug and Alcohol Prevention Coalitions join forces to encourage communities to “Celebrate” WNY

This first of its kind collaboration promotes healthy communities this summer

Western New York (June 17, 2021) – Three local Drug Free Community (DFC) Coalitions; **Alden Substance Abuse Prevention Coalition, FOCUS; For Our Community Unity & Support** (Lancaster/Depew), and **ITAC- It Takes A Community Drug and Alcohol Prevention Coalition** (Elma, Marilla and Wales) have joined forces to create a strong underage drinking messaging campaign.

This joint campaign message is one of a **celebration** of our communities and sends a positive message- ‘thank you’ for not serving minors during the months of **June, July and August**, a season typically of many celebrations.

This is the first time that 3 Coalitions in 6 local neighboring towns, and 2 counties have partnered together and included businesses, and parents in **an underage drinking messaging campaign**. Pizzerias and grocery stores in our targeted areas will receive 4x6 stickers to adhere to pizza boxes and take out containers, 20 families in each community- (60 total) were recruited to display lawn signs- and a total of 6 billboards in the Towns of Alden, Lancaster and Elma will post the same message throughout the summer months. All messaging materials display the same image and message.

The Coalitions targeted underage drinking since **alcohol is the drug of choice** for most young people. Statistics point to the fact that alcohol is used by more young people than tobacco or illicit drugs.

The objective of this project is to **reduce under-age drinking** by providing information and support to the parents and youth in our communities. In an agreed upon and collective approach, FOCUS, ITAC and Alden Substance Abuse Coalition submitted a request for and received grant monies from the Western Regional Addiction Resource Collaborative funding a “Social Host Law, Underage Drinking Campaign” to be directed during the **Project Dates of June 1- August 30th** in the Towns that are affiliated with each of the 3 coalitions: Alden, Lancaster, Depew, Elma, Marilla, Wales. The message is one of support to families and provides the EC Sheriff’s underage drinking tip line.

Contacts: **Colleen Babcock- Program Director-Alden Substance Abuse Prevention Coalition**
aldencure@gmail.com; www.aldensac.com, and **Facebook-** Alden Substance Abuse Coalition

Gwen Bork- President of FOCUS – For Our Community Unity & Support Coalition
forourcommunitytoday@gmail.com; www.forourcommunitytoday.com, **Facebook-** FOCUS

Bette Dehr- Project Coordinator- ITAC- It Takes a Community Drug and Alcohol Prevention Coalition
itacemw@gmail.com; www.itacemw.com, **Facebook-** ITAC- It Takes a Community