



NEWS RELEASE

**For Immediate Release
August 30, 2019**

For more information, contact:
Alisha Vines
Office on Youth Director
(540) 672-5484

ORANGE COUNTY YOUTH COUNCIL HOSTING PROJECT STICKER SHOCK

Orange County, VA – The Orange County Office on Youth is happy to announce that the Orange County Youth Council will host the Project Sticker Shock Program at three (3) local alcohol retail locations the week of September 16, 2019.

The Virginia Department of Alcoholic Beverage Control (Virginia ABC) adopted Project Sticker Shock in 2002. At its core, Project Sticker Shock is a community awareness program designed to prevent adults 21 and older from purchasing alcohol and providing it to underage individuals and prevent underage persons from using a fake ID to purchase alcohol. In Virginia, these offenses are Class 1 misdemeanors and are punishable by fines of up to \$2500, and/ or one (1) year in jail, and the loss of one's driver's license for up to one (1) year. To read more about Project Sticker Shock please visit <https://www.abc.virginia.gov/education/programs/project-sticker-shock>.

Youth Council members will visit J&B Market in Gordonsville, Gas & Stuff in Orange, and The Market at Locust Grove on three (3) separate afternoons the week of September 16th, to place stickers and window clings in the alcohol retail section of the businesses to raise awareness of the negative impacts purchasing alcohol for minors or trying to use a fake ID to purchase alcohol. The goal is to prevent the purchase of alcohol products for our students. The dates were chosen as they lead up to the weekend of the annual Orange County High School Homecoming Dance and Homecoming Week/Gam. Additionally, the 2017 Youth Risk Behavior Survey completed by Orange County High School Sophomores and Seniors showed that 7.8% of the students surveyed "usually bought their own alcohol in a store, gas station, or discount store in the past 30 days," which was up from the 5.4% reported in 2014. The Youth Council's goal is to decrease the number by utilizing programs such as Project Sticker Shock.

For additional information or questions, please contact Office on Youth Director, Alisha Vines, at (540) 672-5484, extension 4 or avines@orangecountyva.gov.

#####