



FOR IMMEDIATE RELEASE

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Enfield Sponsors Underage Drinking Prevention Campaign

Enfield, Ellington, and Glastonbury use radio to reach parents and teens during high risk summer months

ENFIELD / ELLINGTON / GLASTONBURY, Conn. – August 15, 2008 – Enfield has joined with Ellington and Glastonbury this summer to launch a two-month radio campaign educating the public about the dangers of underage drinking. The \$10,000 cooperative advertising campaign, which may be heard on WKSS 95.7 FM in July and August, targets teens and their parents and emphasizes the legal consequences of Connecticut’s underage drinking laws. The summer radio campaign is spearheaded by the Enfield Together Coalition, Ellington Parent Connection and Glastonbury Alcohol and Drug Council in association with the Department of Youth Services for the Towns of Enfield, Ellington and Glastonbury.

“We know that the summer months are an especially active time for teenagers to socialize, often without parental supervision,” stated Jean Haughey, Director of Enfield Youth Services. “We also know that teens are experimenting with alcohol at a younger age and drinking more excessively than their parents did when they were growing up. This campaign sends the positive message to teens that it is possible to have a good time without drinking and reminds parents that they need to be aware of what their teens are doing this summer.”

Featuring the voices of a male and female teenager, the campaign portrays young people having fun, enjoying the summer, and making the decision not to drink alcohol. The commercials make it clear that anyone underage caught with alcohol is subject to losing their driver’s license. According to Connecticut General Statutes, underage offenders caught on public or private property may be fined and subject to a 150 day driver’s license suspension. The law also prohibits possession of liquor by a minor in a motor vehicle. Violators are subject to a 60 day suspension of their motor vehicle license.

“Turning 16 and getting your driver’s license represents freedom to teenagers,” explained Aliza Porth. “The last thing a teen wants is to lose their license and have their parents drive them around everywhere. This campaign reminds teens – and their parents – that license suspension is just one of the penalties associated with possession of alcohol by minors.”

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Research shows that parents who talk with their children about the dangers of underage drinking and other unhealthy activities have a strong, positive impact on a young person's behavior and choices. Consequently, the radio commercials conclude with a message for parents to start talking to their children before they start drinking. Listeners are then directed to the radio station's Web site, www.KISS957.com, to learn about Connecticut's underage drinking laws and license suspension.

"Given the close proximity of our towns to one another and our shared commitment to keeping this issue front and center, it made perfect sense for our three communities to collaborate on this public awareness initiative," said Jean Haughey, Director of Enfield Youth Services.

Enfield, Ellington, and Glastonbury are three of 29 Connecticut grantees to receive competitive grants from the Connecticut Department of Mental Health and Addiction Services (DMHAS) on behalf of the Office of the Governor and the United States Substance Abuse and Mental Health Services Administration (SAMHSA). The three-year grants, which were awarded in 2006, support the development of comprehensive, data driven strategies designed to effectively prevent alcohol abuse in communities, with a special emphasis on underage drinking.

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