



# News Release

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## OLCC chosen as Hood River County's Outstanding Enforcement Partner in Prevention

**PORTLAND, Ore.** – The Hood River County Prevention Network and the Commission on Children and Families have chosen the Oregon Liquor Control Commission as Hood River County's Outstanding Enforcement Partner for its support of Hood River County's youth. The award was presented April 29 at a community wide celebration of youth at the Best Western Hood River Inn.

Over the last five years, OLCC inspectors Peggy Mullen and Rich Miller have worked cooperatively with the Hood River County Commission on Children and Families to conduct compliance checks for alcohol sales to minors. Through these compliance checks, sales of alcoholic beverages to underage youth has dropped from 48 percent to 23 percent.

"Peggy and Rich certainly recognize the value in prevention and have worked with businesses to reduce alcohol sales to minors," said Linda Ignowski, OLCC Regulatory Services Director. "I'm very proud of my staff and thankful for our partnership with the Hood River County Commission on Children and Families. Our licensees also deserve credit for checking IDs and refusing to sell to minors."



Pictured left to right: Maija Yasui, Hood River County Prevention Coordinator; Peggy Mullen, OLCC inspector; Joella Dethman, Director of Hood River County Commission on Children and Families and Carl Lewis, OLCC Enforcement Manager.



Rich Miller, Peggy Mullen

Mullen and Miller have served on the Hood River County Prevention Coalition for the last eight years. During that time, they have provided ongoing training and support to the coalition on how to develop a prevention campaign that included compliance checks with alcohol licensees as well as support enhanced training of alcohol servers, both at establishments and events.

"Their expertise has been invaluable to our coalition in reducing youth access to alcohol as well as reducing adult binge drinking at local festivals and events," said Maija Yasui, Hood River County Prevention Coordinator. "We consider the OLCC a vital partner in our successful efforts to reduce youth alcohol use rates and binge drinking behavior by youth and adults."

The OLCC also partnered with another honoree, Hood River Distillers in making a public service announcement that aired over the holiday season and through Super Bowl Sunday. The public service announcement provided suggestions to "celebrate responsibly" and suggestions for social hosts to use while serving alcohol in their homes for these events.

The photos are also available on the OLCC's Flickr page at <http://www.flickr.com/photos/oregonliquorcontrolcommission>

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*"Promoting Responsible Alcohol Sales and Service"*