



Media Advisory

Oregon Liquor Control Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522

For more information:
Christie Scott, OLCC, 503-872-5002
Pete Schulberg, Oregon Partnership, 503-244-5211

For immediate release: Monday, July 06, 2009

TARGETING ADULTS BUYING ALCOHOL FOR TEENS **NEW CAMPAIGN TO PREVENT “SHOULDER TAPPING” KICKS OFF TUESDAY, 7/7/09**

WHAT: Alcohol for Teens? I Don't Buy it! Summer campaign kickoff to prevent shoulder tapping while creating heightened awareness of the dangers and penalties.

WHAT'S SHOULDER TAPPING? Teens asking adults to buy them alcohol. Also known as “Hey, Mister.” For example, teens outside a convenience store approach someone over 21 and ask the person to buy them beer. The person who does the buying could face up to a year in jail and more than \$6,000 in fines.

MESSAGE TO ADULTS: Make the legal and healthy choice. Refuse to purchase alcohol for kids who shoulder tap. If your conscience doesn't get to you, the law will.

WHERE: The Plaid Pantry Store on S.W. 45th and Vermont in Portland (across the street from the S.W. Community Center).

WHEN: 10 a.m. – Noon, Tuesday, July 7, 2009.

WHO:

- Teens will be hanging bottle tags with anti-shoulder tapping messages and displaying posters.
- Chris Girard, Plaid Pantry Stores President and Chief Executive Officer
- S.W. Portland Community Members
- Representatives from Oregon Partnership and the OLCC

SPONSORS:

- Oregon Partnership
- Oregon Liquor Control Commission
- “Face It, Parents” Campaign
- The National Alcohol Beverage Control Association

##

Promoting the public interest through responsible alcohol sales and service