



# News Release

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For immediate release: Friday, March 5, 2010

## **OLCC, Men's Health Project and CHIP ask Communities of Color to stand up against alcohol abuse and underage drinking**

**Portland, Ore.** – Oregon Liquor Control Commission, Men's Health Project and Center for Healthy Inclusive Parenting (CHIP) at Portland State University are developing a year-long campaign, "Communities of Color Stand Up," to address alcohol issues in minority communities.

The campaign will identify culturally relevant initiatives that raise awareness around responsible alcohol use, the risks of alcohol abuse and underage drinking in communities of color in the state of Oregon.



Rudy Williams, OLCC (center right) presents a \$10,000 check from NABCA to (left to right) Jeffrey Showell, Men's Health Project; Chuck Smith, Dir. PSU CHIP; and Harvey Rice Men's Health Project.

"We know that alcohol can have very damaging affects if used to excess," said Rudy Williams, Deputy Director of Public Safety Services. "Creating and educating a network of leaders within these culturally diverse communities will have an enormous impact on people of color through the health of individuals, families and the community."

The program is designed to develop stronger communication and support among ethnic communities through organized speaker/educator programs, hosting a public conference focused on alcohol and health, creating an informational web site and developing a "tool kit" of educational materials for the public geared toward people of color.

The project is funded through a \$10,000 grant from the National Alcohol Beverage Control Association (NABCA).

Video of the check presentation can be found at [www.youtube.com/user/OLCC2008](http://www.youtube.com/user/OLCC2008)

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*"Promoting Responsible Alcohol Sales and Service"*