



NEWS ADVISORY – FOR IMMEDIATE RELEASE

CONTACT: Marsha Lyon
(619) 582-9056 ext. 251
619-851-1454
mlyon@saysandiego.org

Parents Have the Power to Prevent Underage Drinking Over the Holidays

Retailer plays a role in getting parents involved

What: Teens from the Latino Youth Council will recognize a City Heights business owner for helping them curb underage drinking in their community.

Teens will also release results of a survey conducted after signs—encouraging parents to talk to their children about the dangers of underage drinking—were placed at two grocery stores and one gas station in City Heights.

Who: Adriana Rodriguez, Latino Youth Council Chair
Glidiany Vallejo, Latino Youth Council Co-Chair
Mark Kassab, Retail Owner

Why: Knowing where your children are, who they're with, and just talking with them helps prevent underage drinking. When parents are involved, teenagers are less likely to drink. That's not just common sense; it's backed up by research. According to Mothers Against Drunk Driving, 74 percent of kids turn to their parents for guidance on drinking. This new campaign urges parents to talk to their kids about alcohol, and keep the dialogue going as their teens get older. For more information, click on the "Parents" button at www.live2graduate.com.

Where: Murphy's Market, 3596 Fairmount Avenue, City Heights, San Diego
Thomas Brothers map page1269 H-6

When: December 14, 2009, 10:30 a.m.

Visuals: Signs are displayed at:
Murphy's Market, 3596 Fairmount Avenue
Murphy's Super Mercado, 4580 University Avenue
Chevron Gas Station, 4055 University Avenue