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Parents Who Host, Lost the Most Campaign Activity Timeline

May 7, 2010

Campaign kicks off!

Banners, posters, flyers, yard signs will be posted at local businesses, organizations, etc. PSA's will be aired on local radio and TV stations throughout the months of May and June.

May 11, 2010

Vendor Education Volunteer Training

Description: Volunteers will be trained on how to successfully conduct vendor education visits at local alcohol retailers/establishments. Trained volunteers will be conducting over 200 visits throughout the months of May and June to remind retailers of the legal ramifications of selling alcohol to minors.

Location: Prevention Works

Time: 4:30-5:30 pm

Address: 611 Whitcomb, Suite A, Kalamazoo MI 49008

May 11, 2010

City of Portage proclamation of May as "Parents Who Host" month

Location: Portage City Hall

Time: 7:30-8:30 pm (during Portage City Commission Meeting)

Address: 7900 South Westnedge Avenue, Portage, MI 49002

May 15, 2010

Sticker Shock Event

Description: Community youth volunteers are conducting Project Sticker Shock by visiting participating vendors to place stickers on alcohol packaging to remind adults that it is illegal to supply alcoholic beverages to minors.

Location: Start at Prevention Works where groups will be assigned vendors to visit

Time: 10:30 am-12:30 pm

Address: 611 Whitcomb, Suite A, Kalamazoo MI 49008

May 17, 2010

Parents You Matter Forum

Description: This multi-media training program and Q & A session with local experts aims to educate parents of teens/tweens about why kids use drugs and alcohol and what parents can do to protect their children.

Location: Boys and Girls Club, Lake St Unit

Time: 6:30-8:00 pm

Address: 915 Lake Street, Kalamazoo, MI 49001

May 17, 2010

Local schools mail a letter from local law enforcement officials titled "A Message of Concern" to local parents/guardians



Our Voice. Our Community. Our Opportunity.

