



# Press Release

## FOR IMMEDIATE RELEASE

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## **Substance abuse task force says: “Parents who host lose the most.” April, May and June the most dangerous months for teens**

KALAMAZOO, MICHIGAN— Parents beware. The annual prom/graduation season— a time for great excitement and celebration in the lives of our youth— has a dark side. Statistics show the months of April, May and June, are *also* the most dangerous season of the year for teens. In fact, one-third of all alcohol-related traffic fatalities involving teens occur during these three months.

The Kalamazoo County Substance Abuse Task Force (KCSATF), a committed group of more than 100 diverse community members working to ensure the safety and health our youth, is spearheading a community-wide awareness campaign called *Parents Who Host Lose the Most* during prom/graduation season.

The initiative is aimed at community members— and especially parents— and heightens their awareness of the health risks and legal consequences of providing alcohol to youth. The campaign encourages parents and the community to send a unified message during this season of proms and graduations: Teen alcohol consumption is not acceptable!

“Too many people think underage drinking is harmless or acceptable if parents take car keys away from youth. But what about the dangers of binge drinking, alcohol-related poisonings and cases of drowning that occur after adults provide alcohol to youth?” asks Tonya Collins, Coordinator of the Kalamazoo County Substance Abuse Task Force. “No one has the right to endanger the health and well being of someone else’s child by providing them with alcohol.”

Watch for the following specific initiatives in support of *Parents Who Host Lose the Most*.

- The Kalamazoo County Substance Abuse Task Force is working hand-in-hand with local law enforcement to conduct compliance checks of local stores and vendors to ensure that they are not selling to minors.
- Community youth and KCSATF 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.
- Local radio stations are airing public service announcements reminding the community that *Parents Who Host Lose the Most*.
- School mailings and other educational materials distributed throughout the community are reminding parents and caregivers of the underage drinking laws.
- Officials in municipalities across Kalamazoo County are issuing formal proclamations of support for the *Parents Who Host Lose the Most* campaign.

To learn more or for information on you can get involved, visit: [www.kzootaskforce.com](http://www.kzootaskforce.com).