

# Project Sticker Shock

November 28, 2016



**Dunellen, NJ November 28, 2016:** The Dunellen Municipal Alliance, in collaboration with the Middlesex County Coalition for Healthy Communities, sponsored “Project Sticker Shock,” a campaign designed to raise awareness about underage drinking and youth access to alcohol.

The program engages student volunteers who visit participating merchants to place brightly colored stickers on multipacks of beer, wine coolers and other alcoholic products that appeal to underage drinkers. The stickers spell out a strong reminder: **“KEEP IT LEGAL! It’s ILLEGAL to buy alcohol for youth under age 21. The penalty is up to 6 Months Jail Time + \$1,000 Fine”**

Youth and adult leaders, along with teen members of Dunellen’s 1st Presbyterian Church “Cellar” group, attended a fun and engaging educational session about underage drinking and the risks associated with it on Friday evening, November 18th. On Saturday morning, November 19th, they visited Dunellen Liquors and Maggie Murray’s Pub House to blanket these establishments with bright green stickers. Kudos to both of these establishments for supporting Sticker Shock and the Dunellen Municipal Alliance in its efforts to reduce underage drinking in our town.

Alcohol has been identified as the #1 drug of choice among youth, and accorded to surveys, it is one of the easiest to get. Sticker Shock capitalizes on community activism, cooperative efforts, and collective responsibilities to combat underage drinking and its related problems, including adults providing alcohol to minors. The project not only educates citizens and businesses on the problems of underage drinking, but also ensures that everyone receives a consistent message about the law in order to bring about change. This is an evidence-based environmental strategy originally promoted by the New Jersey Prevention Network to educate the public and change community attitudes about selling and serving alcohol to anyone under the age of 21.

Our next youth event will be a *“First Saturday Teen Night”*, to be held on January 7th at 7p. at the Dunellen Community Center in Columbia Park. All teens are invited to join us for a fun teen-led evening full of activities, games, food and prizes.

For more information or to join the Dunellen Municipal Alliance contact: Diana Starace and Terri Albertson at: [dunellenma@gmail.com](mailto:dunellenma@gmail.com).

Pictured in the photo: Representatives from Cellar Youth Group; Dunellen Liquors; Maggie Murray’s Pub House, Dunellen Municipal Alliance and Wellspring Center for Prevention.

Photo Credit: Diana Starace