



Alcoholic Beverage Control

COMMISSIONERS:

JONATHAN S. WILLIAMS
Chairman, Raleigh

A. D. "ZANDER" GUY, JR.
Surf City

DANIEL L. BRIGGS
Lexington

ADMINISTRATOR:
MICHAEL C. HERRING

LOCATION:
400 East Tryon Road
Raleigh NC 27610

MAILING:
4307 Mail Service Center
Raleigh, NC 27699-4307

PHONE: (919) 779-0700
FAX: (919) 662-3583
<http://abc.nc.gov/>

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**NC ABC COMMISSION LAUNCHES *ACTnowNC.org*, WEB PORTAL
AND UNDERAGE DRINKING PSA TO BOOST ALCOHOL
AWARENESS**

RALEIGH – The North Carolina Alcoholic Beverage Control Commission today has launched a web portal that provides a “one-stop-shop” for the general public, parents and professionals looking for alcohol-related information and abuse prevention strategies for their communities.

The new web portal includes statistics, research, news coverage, treatment resources, contact information for local community groups and events, teacher and parent resources and more.

“ACTnowNC.org creates a place that is easy to find on the web and puts good information at people’s fingertips,” said Kristin Milam, director of Education and Training for the NC ABC Commission. “The NC ABC Commission is providing this web portal along with our partners as a way to connect people with alcohol information. There’s nothing else like it serving North Carolina.”

The new web portal is the first of the Commission’s alcohol awareness initiatives being introduced this year. In conjunction with the launch of ACTnowNC.org, the Commission has produced a television public service announcement that focuses on the issue of underage drinking.

The PSA spotlights the perils of the unsupervised time after the school day ends. It is being distributed to North Carolina television stations during the back-to-school time of late August to boost awareness of parents who may not realize that two out of three kids who drink get their alcohol from friends or family -- who may not be aware of it.

Underage drinking is also an issue addressed by ACTnowNC.org portal resources, which also include drinking and driving, fetal alcohol spectrum disorders, alcohol and older people and binge drinking. Additional topics will be added as the portal evolves to provide the most current alcohol awareness information for North Carolina.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 19 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state. The Commission oversees more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state and applies its regulatory authority to benefit public health, public safety and fair commercial regulation of alcohol products. For more information see <http://abc.nc.gov>.

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MEDIA CONTACT

Agnes Stevens
919-417-0858
Agnes.Stevens@abc.nc.gov