



ABC

COMMISSION
NORTH CAROLINA

Alcoholic Beverage Control

CHAIRMAN:
JAMES C. GARDNER

KEVIN M. GREEN
Greensboro

MICHAEL C. HERRING
West Jefferson

ADMINISTRATOR:
ROBERT A. HAMILTON

LOCATION:
400 East Tryon Road
Raleigh NC 27610

MAILING:
4307 Mail Service Center
Raleigh NC 27699-4307

PHONE: (919) 779-0700
Fax: (919) 661-5927
<http://abc.nc.gov/>

FOR IMMEDIATE RELEASE

AUGUST 17, 2016

NC ABC COMMISSION LAUNCHES NEW *TALK IT OUT* BUMPER STICKERS WITH SPECIAL EVENT

The NC ABC Commission unveiled a new awareness tool Tuesday as Wake County Sheriff Donnie Harrison placed a “Talk it Out” bumper sticker on one of his department’s patrol cars during a launch event at the ABC Commission offices. The Wake County Sheriff’s Office is the second largest in the state and is the first law enforcement agency to feature the stickers. Talk it Out is a multi-year awareness campaign sponsored by the NC ABC Commission’s Initiative to Reduce Underage Drinking.

In addition to appearing on the bumpers of deputies’ cruisers across Wake County, the stickers also will be featured in ABC stores around the state, including the 49 retail stores operated by the two largest boards in North Carolina, Wake County ABC and Mecklenburg County ABC.

“I want to thank Sheriff Harrison, Wake County ABC Board General Manager Joel Keith and Mecklenburg County ABC Board CEO Jason Hughes for their support in this effort to save the lives of our children. The Talk it Out Campaign relies on strong partners to help get the word out, and it is making a difference. But we have more work to do,” said NC ABC Commission Chairman Jim Gardner.

The bumper stickers are the latest communications tool the Commission’s Initiative to Reduce Underage Drinking is deploying to raise visibility of the campaign. Talk it Out also includes new broadcast commercials and web resources to encourage parents and teens to discuss the dangers of underage drinking. For more information see the website at www.talkitoutnc.org.

“Underage drinking is a serious issue that can result in tragedy. My deputies see the reality of that all too often,” said Sheriff Harrison. “ABC Commission Chairman Jim Gardner deserves our community’s thanks for focusing on this issue. Raising awareness about underage drinking and encouraging parents and teens to talk is so important. I am pleased to partner with the ABC Commission to help get the word out.”

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 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 of North Carolina. <http://abc.nc.gov>.

###

MEDIA CONTACT

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