



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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**NC ABC COMMISSION FOCUSES ON
ALCOHOL AWARENESS MONTH**

By Jon Williams, Chairman of the North Carolina Alcoholic Beverage Control Commission

If you think you are hearing more about alcohol issues lately, you are right.

Just for starters:

- Gov. Bev Perdue has proclaimed April as Alcohol Awareness Month, joining a national initiative to focus attention on alcohol abuse and dependency.
- UNC Chapel Hill researchers, led by Dr. Fulton Crews, recently released results of a study of the long-term negative impact of binge drinking on the brains of youth and young adults.
- On April 11 and 12 national leaders in alcohol awareness were in North Carolina to address alcohol abuse prevention advocates about empowering parents to know facts about alcohol use and abuse. The experts included retired Gen. Arthur T. Dean, who is chairman and CEO of Community Anti-Drug Coalitions of America.

Alcohol issues have an impact in every community of our state.

The NC ABC Commission's core focus is on serving the public health, public safety and fair commercial regulation interests of the people of North Carolina. The commission exists because many adults choose to drink alcohol occasionally, and so it has made reducing alcohol misuse and abuse a top priority. The commission is the chief regulator of alcohol in the state, overseeing the permits held by more than 17,000 retail outlets that sell and serve beer, wine and mixed drinks in North Carolina.

At each of our monthly meetings, we order fines and suspensions for permit holders that have violated alcohol laws – violations that can have tragic consequences, such as selling to underage buyers or to people who are already drunk.

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Regulating these violations is a very important job of the state ABC Commission. But another priority of the commission is to work with other state and local government agencies and community leaders across our state to raise awareness of alcohol issues and resources that are available for people who need help.

One statewide resource, the CARE-LINE, is the North Carolina Department of Health and Human Services' toll-free information and referral telephone service. CARE-LINE links callers who have questions about potential alcohol abuse with the local resources that can address the problems.

While alcohol sale has been legal in North Carolina since the end of Prohibition in 1933, alcohol abuse has been a problem for much longer. If it is a problem that you need help with today, I encourage you to contact the North Carolina CARE-LINE at 1-800-662-7030 or an agency in your community.

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 of North Carolina. The commission oversees more than 25,000 permits allowing alcohol sales by more than 17,000 retail outlets across the state.

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