



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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ABC COMMISSION PREVIEWS 2014 FOCUS TO REDUCE UNDERAGE DRINKING IN NORTH CAROLINA

RALEIGH – Throughout the month of December ABC Commission Chairman Jim Gardner is scheduling meetings with leaders across the state to present a preview of the North Carolina Initiative to Reduce Underage Drinking.

In Pinehurst Wednesday he spoke with more than 70 representatives of the alcohol industry at the annual meeting of the North Carolina Beer and Wine Wholesalers Association.

“The problem is very serious -- literally life and death -- and the solution cannot be a quick-fix,” Gardner said. “I have been very pleased with the support that we already have received from industry, public health advocacy groups and from other governmental leaders. This must be a joint effort and a long-term one to make the difference that we want to make.”

Highlights of the initiative being spearheaded by the Commission include:

- A review of current and future legislation related to underage drinking
- Tightening enforcement of existing laws for businesses that sell to underage persons
- A sustained awareness campaign to change the culture

Underage drinking costs North Carolina more than \$1 billion annually, according to research compiled by the NC Department of Health and Human Services. Industry data indicates that an average of one person under 21 a week is killed in North Carolina in a traffic accident related to alcohol.

“The costs of underage drinking are too great to ignore,” Gardner said. “The time to work together for a meaningful change is now.”

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. The Commission oversees permits allowing alcohol sales by more than 18,000 retail outlets across the state. <http://abc.nc.gov>.

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