



March 14<sup>th</sup>, 2015

April 26, 2014



To: Media Outlets

From: Elaina Verveer, Adult Liaison  
Lafayette Youth Advisory Committee  
111 W. Baseline Road, Lafayette CO 80026

Event: Lafayette Youth Advisory Committee Project Sticker Shock Kick Off

Event Date: April 4th, 2015

Event Time: 11:00am

Event Location: Deluxe Liquors, 709 S. Public Road

Presenters: Abby Schmid Co- Chair, Lafayette Youth Council  
Elaina Verveer, Adult Liaison, Lafayette Youth Advisory Committee  
Meca Delgado, Boulder County Healthy Youth Alliance  
Lafayette City Council Member  
Deluxe Liquors Owner

Youth from Lafayette Youth Advisory Committee will kick off "Project Sticker Shock" a youth-led initiative to change adult attitudes about selling and providing alcohol to minors. The campaign includes over 10,000 stickers and hundreds of posters being placed in multiple liquor stores all over Boulder County; exterior bus ads and bus shelter ads; newspaper ads in all three community newspapers, and social media including Facebook, Twitter, and YouTube. This campaign is supported by the Boulder County Healthy Youth Alliance.

Thank you for your attention regarding this matter.

Sample Poster to hang in the stores along with stickers:



**Underage Drinking is NOT a Minor Problem.**

**Don't provide alcohol to teens.**

**It's Unsafe. It's Illegal. It's Stupid.**



Healthy Youth Alliance

Exterior bus ads running on Boulder County Bus Routes



**Underage Drinking is NOT a Minor Problem.**

**Don't provide alcohol to teens.**

**It's Unsafe. It's Illegal. It's Stupid.**



in cooperation with:  
City of Longmont Youth Council  
Lafayette Youth Advisory Committee  
City of Boulder Youth Opportunities Advisory Board



Healthy Youth Alliance  
BoulderCountyHYA.org

303-441-1607



## Lafayette Youth Advisory Committee Kick off Public Awareness Campaign

### ***“Project Sticker Shock” to Target Adults who Provide Alcohol to Youth***

Lafayette CO, April 1, 2015: The City of Lafayette Youth Advisory Committee (LYAC), along with City of Longmont Youth Council, City of Boulder's Youth Opportunity Advisory Board, and the Boulder County Healthy Youth Alliance, kicks off **“Project Sticker Shock” with a media event at 11am, April 4 outside of Deluxe Liquors**. The Presenters include City of Lafayette and Boulder County representatives, Deluxe Liquors representative and LYAC youth. Both Deluxe liquors and T3 Gas and Liquor agreed to place stickers on alcohol products and to host Sticker Shock events on April 4<sup>th</sup>. Other local liquor retailers have also agreed to support Project Sticker Shock throughout the month of April. The event and campaign will help educate patrons and the community about Project Sticker Shock and the importance of preventing underage drinking.

According to Lafayette Youth Advisory Committee Co-Chair, Abby Schmid, “The youth committee is trying to spread the message that buying alcohol for minors is illegal, in order to keep the youth in our community safe, especially around prom season and April Alcohol Awareness month. We know that most teens acquire alcohol from adults, family members, friends or strangers—we are just trying to remind those adults that it is illegal and the potential consequences.”

The awareness campaign is an evidenced based effort, designed to reach adults who might purchase alcohol legally and provide it to minors. The project represents a partnership between youth, retailers, community members, prevention professionals, and law enforcement with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors. A youth-led initiative to change adult attitudes about selling and providing alcohol to minors; “Project Sticker Shock” materials were created by the youth involved in three cities' youth groups, to remind the general public of the consequences of underage drinking and providing alcohol to minors.

- City of Longmont Youth Council will host a Sticker event on April 11<sup>th</sup> at 11am at Longmont Liquors
- City of Boulder Youth Opportunities Advisory Board will host another sticker event in late April, date still to be determined.

This campaign was first piloted in Longmont in April 2014 it is taking place all over Boulder County in 2015 through the youth partnerships. These youth leaders have agreed to partner on this important issue to help raise awareness about the dangers of underage drinking, to help reinforce community norms that support positive youth development, and to make an impact in their communities about an important issue that affects them directly.

The Lafayette Youth Advisory Committee engages Lafayette youth in outreach, advisory, and educational opportunities through solutions-based discourse and action in their community. In addition, the Committee advises the City Council on youth related issues and other relevant topics, and fosters youth leadership and civic participation in the greater community. Representing five local middle and high schools, 20 students currently comprise the Lafayette Youth Advisory Committee