

MEDIA ADVISORY

For events occurring October 24, 2014

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**ALCOPOPS DAY OF THE DEAD
YOUTH PROTEST DEADLY ALCOHOL PRODUCTS**

SAN RAFAEL, CA (October 23, 2014) – In remembrance of youth who have fallen victim to alcohol-related harm, Youth for Justice are leading a Day of the Dead procession to Mi Pueblo Food Center and Circle K in San Rafael. They will be asking these local Canal-neighborhood retailers to voluntarily stop selling dangerous youth-attractive flavored malt beverages (FMBs) known as [alcopops](#). Each year 4,300 people under age 21 die from [alcohol-related injuries](#) while costs of underage drinking (including medical, loss of work, and quality of life costs) run as much as \$60 billion annually. This is the 5th time that Circle K has been targeted and the 4th time for Mi Pueblo. Previous attempts to meet with corporate leaders of both businesses have been met with indifference.

What: Demonstration / March

When: Friday, October 24, 2014, 7-8 P.M.

Where: Circle K 981 - Francisco Blvd. E, San Rafael, CA 94901 (7 P.M.)
Mi Pueblo Food Center - 330 Bellam Blvd, San Rafael, CA 94901 (7:30 P.M.)

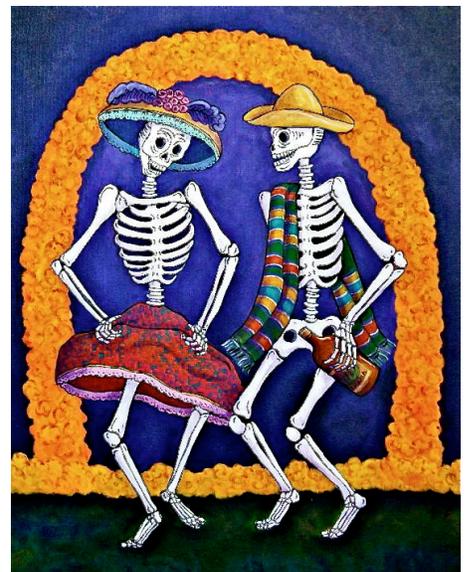
Who:

- Alcohol Justice
- Alcopop-Free Zone® Marin Coalition
- Bay Area Community Resources
- Canal Welcome Center
- Canal Community Businesses, Parents & Residents
- First Presbyterian Church of San Rafael
- La Plaza Market
- Marin County Probation Department
- Marin County Health and Human Services
- Project Avary Peacemakers
- San Rafael Police Department
- San Rafael City Schools
- San Rafael Alcohol and Drug Coalition
- Trips for Kids
- The Recovery Station TV Series
- University of San Francisco School of Nursing
- Youth for Justice
- YMCA

Why: Youth-attractive alcopops, or Flavored Malt Beverages (FMBs):

- Are pre-mixed, sweetened alcoholic drinks that taste like juice and soda
- Are packaged in brightly-colored cans, similar to energy drinks
- Are priced low enough to effectively target underage drinkers, especially young women
- Can be shelved wherever beer is available - including convenience stores and gas stations
- In supersized 24 oz. single-serving containers with 12 percent alcohol are the equivalent of 4-5 beers
- Encourage underage consumption and binge drinking which leads to serious alcohol-related harm

For Additional Information: www.AlcopopFreeZone.us



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