



**MEDIA ADVISORY**

For events occurring March 8, 2019

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**ALCOPOPS 2020 REPORT RELEASE**

**YOUTH FOR JUSTICE DEMAND ALCOPOP-FREE ZONE®  
THROUGHOUT SAN RAFAEL**

SAN RAFAEL, CA (March 7, 2019) – [Alcohol Justice](http://alcoholjustice.org) and the San Rafael Alcohol & Drug Coalition will release a new report: **ALCOPOPS 2020 - Time to End Big Alcohol's Predation on Youth**, on Friday, March 8, 2019. The report on dangerous youth-attractive, flavored malt beverages (FMBs) known as alcopops, will be presented to the public at a press event at Alcohol Justice's offices in the Canal neighborhood of San Rafael. Participants, led by [Youth For Justice](http://youthforjustice.org), will then march to a rally at the Circle K close by. This is one of the few businesses in the Canal that has failed to respond to community concerns over their continued sale of alcopops. Activists will demand once again that the products be voluntarily removed from the business.

**What:** Report Release / March / Rally

**When:** Friday, March 8, 2019, 6 - 7 p.m.

**Where:** Alcohol Justice - 24 Belvedere St. San Rafael, CA 94901 @ 6:00 p.m.  
Circle K - 981 Francisco Blvd. E, San Rafael, CA 94901 @ 6:30 p.m.

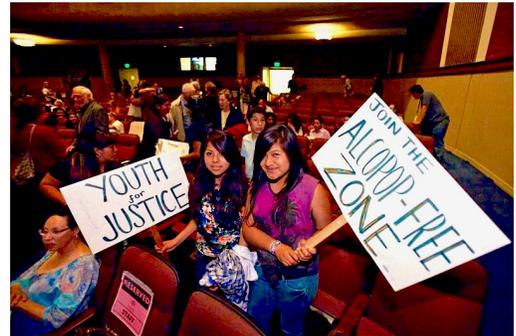
**Who:**

- Erick Bejarano, & Fernanda Dionicio, Youth For Justice, San Rafael
- Zaida Bejarano, Consejo Restaurativo (Restorative Justice), San Rafael
- Otis Bruce, Deputy District Attorney, County of Marin
- Greg Knell, President of the President, San Rafael School Board
- Alcohol Justice
- California Alcohol Policy Alliance (CAPA)
- Canal Community Businesses, Parents & Residents
- San Rafael Alcohol and Drug Coalition
- Trips for Kids
- 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 25 oz. single-serving containers with 14 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: <https://alcoholjustice.org/>



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