



*Office of Mayor Lawrence J. Morrissey
LEADING BOLDLY, WORKING TOGETHER*

PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT INFORMATION:

Christopher Greenwood, MPH
Community Health and Prevention Coordinator

January 7, 2010

Phone: 815-987-5509

E-mail: christopher.greenwood@rockfordil.gov

**DRUG FREE ROCKFORD WARNS PARENTS OF AN ENERGY DRINK
DESIGNED TO LOOK LIKE THE ILLEGAL DRUG COCAINE**

ROCKFORD – Drug Free Rockford would like to make parents and community members aware of an energy drink being marketed to youth. “Blow”, a cocaine themed energy drink that is marketed in a way that glorifies the drug culture and has raised serious health concerns due to its high caffeine content.

The product, marketed by Kingpin Concepts, Inc., which is currently sold online, is packaged in “bricks” and vials that can be purchased in combination with a fake VIP Blow credit card. The web fails to enforce age restrictions or take other precautions to prevent children from purchasing this product, and the company promotes the mix on MySpace, a social networking site popular with youth.

Illinois Attorney General, Lisa Madigan has expressed concerns about the harmful health effects of the energy drink mix, which contains extremely high levels of caffeine. Earlier this year, the U.S. Food and Drug Administration stated that Blow is an unapproved new drug and does not meet the requirements of the Federal Food, Drug and Cosmetic Act.



Drug Free Rockford is funded in part or whole by the Illinois Department of Human Services and is part of the Human Services Department within the City of Rockford. Questions regarding this release should be directed to Christopher Greenwood, Community Health and Prevention Coordinator in the City of Rockford Human Services Department at 815-987-5509.

###