



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

## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### *“Your Actions Matter!” Campaign to Address Underage Drinking*

ROCKFORD – May 9, 2013 - The Rockford Alcohol Free Teens (RAFT) Coalition, in partnership with the City of Rockford Human Services Department, will be participating in the “Your Actions Matter” campaign, a new statewide underage drinking awareness program coordinated through the Illinois Liquor Control Commission.

On Saturday, May 18, area teens and adult volunteers will place tags on alcohol packages at area businesses, reminding adults that “Your Actions Matter! Preventing underage drinking is everyone’s responsibility.” Window decals, posters and proof of age signs will also be posted. The Illinois Liquor Control Commission is providing the youth-designed campaign materials at no cost to participating Illinois communities. The campaign will begin at 10:00am at Rock Wine and Liquors, 3840 Broadway in Rockford.

“Your Actions Matter!” is designed to reinforce positive behavior among adults who might purchase alcohol legally and provide it to minors. The vast majority of adults in Illinois do NOT give alcohol to minors nor do the majority of teens drink alcohol. By posting these positive messages in liquor establishments throughout the state, adults will be reminded that giving alcohol to minors – and underage drinking – is not the norm.

The timing of the campaign coincides with the high school prom and graduation season when the risk of alcohol being purchased for minors increases.

RAFT, a coalition working to reduce the impact of alcohol, tobacco and other drug use by raising awareness through education, advocacy and outreach strategies, is spearheading the local effort. RAFT is funded in whole or in part by the Illinois Department of Human Services.

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