

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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ABC and the California Friday Night Live Partnership Raise Awareness about the Dangers of Underage Drinking during Alcohol Awareness Month

SACRAMENTO, CA – The California Department of Alcoholic Beverage Control (ABC) and the California Friday Night Live Partnership (CFNLP) are raising awareness about the dangers of underage drinking during April which is National Alcohol Awareness Month and Friday Night Live Month. Friday Night Live is a high school and community based youth organization that promotes safety and a drug/alcohol free life for California youth. The two organizations are also recognizing the Goodwin Family of Tulare County for their ongoing dedication and contributions to a critical ABC Program named TRACE (Target Responsibility for Alcohol Connected Emergencies).

The Goodwin Family has worked with ABC and through the CFNLP to help educate thousands of young Californians about the TRACE program. March 13, 2017, marked 14 years since Casey Goodwin was killed by a drinking driver. Casey was on her way home from Cuesta College in San Luis Obispo County, to celebrate her mother's birthday, when she was hit head on by an 18-year-old man who was driving under the influence.

After the collision that took Casey Goodwin's life, the question was asked, where did the 18-year-old get the alcohol? As a result of Casey's death, Lynne Goodwin collaborated with public safety partners to develop a new program that established protocols to conduct these types of investigations. These protocols assisted with the implementation of the TRACE program. The responsibility and oversight of this program lies with the ABC in partnership with the California Highway Patrol, the Office of Traffic Safety and local law enforcement. ABC's TRACE Program is funded through a grant awarded to the ABC by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA) and will run through the end of September 2017. ABC has trained its agents and local law enforcement in the state to investigate the source of the alcohol whenever a major collision occurs involving alcohol and someone under the age of 21

(<http://www.abc.ca.gov/programs/Trace.html>). Lynne Goodwin recently helped ABC create a video that can be viewed at the above link. Her dedication to safety is well documented in California.

The Goodwin family continues to give so much despite such tragic losses. Casey Goodwin's younger brother Kyle also grew up in the CFNL program, he was an intern in the CFNL office and worked on many projects. Kyle died in a single car crash nine months after Casey's death.

"Casey and Kyle exemplified all the benefits of positive youth development. They championed our causes and led volunteer efforts to host conferences, trainings and advocate for environmental changes to make our communities safer" said Dr. Jim Kooler, California Friday Night Live Partnership Administrator.

“Since April is Alcohol Awareness Month, this is a good time to highlight the contributions of those who work tirelessly to prevent alcohol-related harm in California,” said ABC Acting Director Ramona Prieto. Each April since 1987, the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) has sponsored Alcohol Awareness Month to increase public awareness and understanding, reduce stigma and encourage local communities to focus on alcoholism and alcohol-related issues. With spring break upon us and the graduation season quickly approaching, the potential for parties involving underage drinking increases dramatically. This gives communities good reason to pause and look for ways to prevent underage drinking and binge drinking.

In addition, friends of Casey created Casey's Pledge, an opportunity for young people to make a commitment and change the norms about drinking and driving and riding with a driver under the influence. You can learn more by visiting <http://www.fridaynightlive.org/areas-of-focus/alcohol/caseys-pledge/>. A short video about the pledge campaign is available at the website. To date over 500,000 young people and adults have signed Casey's Pledge. Please visit the CFNLP website for further resources and programs that can be used in your community.

ABC's mission is to provide the highest level of service through licensing, education and enforcement and to support our public safety partners in bringing awareness to behaviors that impact our communities. To learn more about ABC programs which help protect communities, prevent alcohol-related harm and save lives visit https://www.abc.ca.gov/programs/programs_PE.html.

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