

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC Agents will be out Enforcing Alcoholic Beverage Laws during Halloween Weekend *The Department also recognizes Red Ribbon Week and a focus on Preventing Underage Drinking*

SACRAMENTO – The California Department of Alcoholic Beverage Control (ABC) today announced that agents will be working in communities throughout California to make this year’s Halloween weekend as safe as possible by utilizing ABC education and enforcement programs.

In California, there are many large Halloween events held each year where alcohol may be involved.

“Too many Californians are killed or injured in alcohol-related crashes and incidents and hopefully education, prevention and enforcement efforts will prevent those tragedies from occurring,” said ABC Director Jacob Appelsmith. “ABC encourages everyone to discuss how to make Halloween as safe as possible.”

The Department hopes that by reminding people now of the potentially devastating consequences that can result from a poor decision, individual harm or deaths can be avoided. ABC education and enforcement will be broad based with a focus on preventing sales of alcohol to minors and over-consumption. ABC also reminds any adults of legal drinking age to designate a non-drinking driver prior to celebrations so they can get home safely and keep communities safe.

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), harmful and underage drinking remain significant problems in this country and on U.S. campuses despite collective efforts to address them. More information on prevention strategies can be found on their website at <http://www.niaaa.nih.gov/> or at <http://www.collegedrinkingprevention.gov/>.

In addition to Halloween activities, Oct 23-31 is National Red Ribbon Week. The Red Ribbon Campaign, coordinated by the National Family Partnership, is a nationwide effort to raise awareness of the destruction caused by drugs in America. The campaign’s mission is to create a drug-free America by helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free. Visit the [Red Ribbon](http://redribbon.org/) website at <http://redribbon.org/> for more information.

Halloween enforcement operations are funded by the California Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration (NHTSA). ABC is a department of the Business, Consumer Services and Housing Agency.

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