

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL3927 Lennane Drive, Suite 100
Sacramento, CA 95834**FOR IMMEDIATE RELEASE****CONTACT:** John Carr
(916) 419-2525/ Cell (916) 826-8287June 12, 2014
PR 14- 19**MEDIA ADVISORY****California ABC and Long Beach Police Send Strong Safety Message*****Agencies Will Conduct High Profile IMPACT Inspections Tomorrow***

Hundreds of people are killed every year in alcohol-related crashes. The California Alcoholic Beverage Control (ABC) and Long Beach Police will conduct inspections of licensed businesses that sell alcohol to help boost compliance with alcoholic beverage laws. These inspections are designed to point out potential problems at licensed locations and give those businesses a chance to correct the problems to increase public safety.

WHO: California Alcoholic Beverage Control and Long Beach Police.

WHAT: IMPACT (Informed Merchants Preventing Alcohol-Crime Tendencies) Inspections

WHEN: Tomorrow, Thursday, June 12, 2014 from 10am – 2pm
Media please arrive at 9:50am

WHERE: Long Beach Police West Station, 1825 Santa Fe Ave., Long Beach

WHY: There are too many deaths and injuries resulting from alcohol-related crashes. The State wants to send a strong message that businesses can help by checking identifications, using proper signage, reducing loitering and avoiding serving obviously intoxicated individuals. ABC and local police also want to remind people to report drunk drivers by calling CHP and to designate a non-drinking driver before celebrating.

VISUALS: Media Agencies may follow ABC Agents and Local Police into the field for Informed Merchants Preventing Alcohol Crime Tendencies (IMPACT) Inspections of ABC licensed businesses. Media agencies wishing to see inspections should arrive at the Long Beach Police West Station at 9:55AM located at 1825 Santa Fe Ave, Long Beach. Call John Carr at (916) 826-8287 if you have questions.