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Dear Business Owner:

The Black River Area Community Coalition is thanking local retailers/staff who have been doing their part and successfully checking the ID's of customers that are purchasing alcohol. In the future, if you plan on adding alcoholic beverages to to-go orders/curbside pick-up, remember to continue to ID customers during this new and unfamiliar process.

Underage Drinking is still an important prevention issue in our community. According to the 2017 Youth Risk Behavior Survey, among high school students during the past 30 days, 30% drank some amount of alcohol and 14% binge drink (Underage Drinking, CDC, 2020). The Black River Area Community Coalition appreciates your hard work and dedication in reducing underage drinking and keeping our community safe!

The Black River Area Community coalition's mission is to take a proactive approach to preventing youth substance misuse and violence by promoting a healthy involved community, supporting all youth in safe environments. We are a coalition of parents, youth, schools, law enforcement, health providers, and businesses who strive for a healthier community.

Thank you again to you and your staff for understanding the importance of keeping alcohol out of the hands of the youth in your retail location.

Sincerely,

Paul Faenza

Paul Faenza, Executive Director