



For immediate release
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www.cobbat.org

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Media Advisory

Sober Truth for Preventing Underage Drinking: Rally and Film at the Strand Theatre

Cobb Alcohol Taskforce is sponsoring a Rally and Film to Stop Underage Drinking at the Strand Theatre on the Square in Marietta as part of Red Ribbon Week Celebrations.

Data show that approximately 21,042 or 29% of Cobb youth ages 12-20 have used alcohol in the past 30 days, and that by the time adolescents reach eighth grade, 44% have had at least one drink, and almost 20% report having been “drunk”.

When everyone shares in the collective responsibility for limiting youth access to alcohol, change is possible. Strategies that are working will be highlighted.

What:	STOP Underage Drinking Rally and Film – “This Place” film will inspire change; Cobb Alcohol Taskforce will celebrate it’s 10 th Anniversary; honorees will be recognized for contributions to education, enforcement and policy goals; and special youth and adult guests will share and motivate.
Why:	Alcohol is the #1 drug of choice for youth. Alcohol causes more harm for youth than all illegal drugs, combined. Youth drinking costs Georgia citizens \$1.5 billion annually. Communities can prevent underage and youth binge drinking.
Who:	Youths and adults from the following sectors will attend and wear red; business, civic, education, faith, family, government, healthcare, justice, media, military, non-profit, public safety, and youth development. Education, Enforcement and Policy Honorees from: <ul style="list-style-type: none"> • Cobb Government Communications • Evindi, Inc. • Cobb County Sheriff’s Office • Cobb County Solicitor’s Office • Cobb County Board of Commissioners • Georgia PTA
When:	Tuesday, October 27, 2009 at 5:00 p.m.
Where:	Earl Smith Strand Theatre 117 North Park Ave. Marietta, GA 30060 770-293-0080 phone
Media:	Cobb Alcohol Taskforce members and supporters, youth and adults will be available for interviews, and press kits will be provided.