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

Marietta, GA (October 21, 2009) – In celebration of Red Ribbon Week this year, Cobb County youths and adults are being called to gather at the Strand Theatre, 117 North Park Ave., Marietta, GA 30060 for a Rally to Stop Underage Drinking on Tuesday, October 27, 2009 from 5:00 – 6:30 p.m. Admission is free. Youths and adults from the following sectors are called to attend and wear red; business, civic, education, faith, family, government, healthcare, justice, media, military, non-profit, public safety, and youth development. Come, and leave believing change is possible!

Change is needed and the Cobb Alcohol Taskforce is mobilizing Cobb citizens for change on alcohol. The sober truth is this – for youth, alcohol causes more harm than all illegal drugs combined. According to data from the National Survey on Drug Use and Health, youth use alcohol ten times more than all illegal drugs combined. The Center for Disease Control and Prevention reports alcohol as the top threat to youth health and safety, contributing to the top three causes of preventable death for youth under 21 each year; 6,000 accidental injuries, 1,500 homicide and 300 suicide. In addition there are serious second hand effects of underage drinking to our community; about fifty percent of criminal cases of assault, traffic, theft, fraud, sex crimes, etc. involve alcohol, and \$1.5 billion in costs to Georgians is attributed to underage drinking for 2007 alone.

Hosted by the Cobb Alcohol Taskforce, the Rally will feature a ten year anniversary celebration presentation with a look to the past, present and future; honorees will be recognized for special achievements; special guests will share and motivate; “This Place” film will inspire change; a new Youth Council and PSA Contest for 2010 will be announced; and a community call-to-action for reducing underage and youth binge drinking in Cobb County will be made. Come to find out who, when and where Cobb youth are using alcohol and learn about effective strategies for change and how everyone can help.

Cobb Alcohol Taskforce is an alliance of individuals and organizations which mobilizes and challenges Cobb County adults to reduce underage drinking and youth binge drinking, by advancing strategic enforcement, policy and education goals. To learn more, visit www.cobbat.org or call 404.791.7406.

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