

Underage drinking crackdown planned for GrassRoots



SIMON WHEELER / Staff Photo

Jack Murphy, 11, of Trumansburg, works with other teens Wednesday evening in the Shur Save market to place stickers on alcohol.

Youth group spreading the word to Trumansburg businesses

By Liz Lawyer

elawyer@gannett.com
Staff Writer

The Community Coalition for Healthy Youth wants to make sure you get the point: Providing alcohol to minors is illegal.

During the GrassRoots Festival in Trumansburg today through Sunday, visitors and residents won't be able to escape the message that it's illegal for adults to buy or provide al-

cohol to anyone under 21, the coalition said.

"Project Sticker Shock" is a campaign run by the coalition in partnership with teens from Trumansburg and Groton to change adult attitudes and behaviors about selling and providing alcohol to minors.

The coalition is working to place in the view of all festival-goers a bright orange and blue stop-sign sticker warning, "It's Not Your Call — It's the Law! It is illegal to buy or provide alcohol for anyone under 21."

The public awareness campaign began Wednesday, and will continue through Sunday in Trumansburg and Jacksonville stores to coincide with the Trumansburg music festival.

Janice Johnson of the Tompkins County Youth Services Department said underage drinking is known to be a problem at the GrassRoots Festival.

See STICKERS Page 4A

STICKERS

CONTINUED FROM PAGE 1A

"We're not against people having alcohol if they are of age," Johnson said. "We want to keep it out of the hands of young people. We know a lot of people come to GrassRoots from out of the area, and we want to send them a message that we care about our kids and want them to care about them, too."

The stickers will be placed on beer cases from all beer vendors in Trumansburg and Jacksonville, Johnson said.

Students and coalition members placed signs on store fronts on Trumansburg's Main Street Tuesday. The Trumansburg school marquee will post the slogan during the festival, those parking cars will wear orange T-shirts carrying the message, and printed ads will appear in the GrassRoots brochure. Johnson said the shirts read "Life — pure fun, no additive necessary."

"The Community Coalition for Healthy Youth is dedicated to educating the community and visitors to the area about the consequences of underage drinking," said Gale Smith, chair of the coalition board. "It is important to know the legal perspective, but it is also important to help keep our youth safe. When adults supply alcohol to youth it sends a very mixed message. Parents, youth, law enforcement, community members and retail stores all need to be part of the solution."