

## Sticker the liquor



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### ***Students remind community about drinking age laws***

Hanging out in the liquor store is not generally an activity Mamaroneck High School encourages for its students, but this week it made an exception. Sticker Shock, an initiative sponsored by R.A.D.A.R., brought local police, school staff and students and area businesses together to remind the community that providing alcohol to minors is a crime.



MHS Social Worker Helene Fremder and a group of nine students descended on the A&P, Stop One Beverage Center, Anthony's Deli, Stop & Shop, Milkmart, Food Horizon and Sound Shore Liquor Pantry with stickers reading "Hey You! It is illegal to provide alcohol for people under 21!" By the time they were through, every case of beer in the stores bore a reminder for both buyers and sellers to think twice before putting alcohol in the hands of Mamaroneck's youth.

R.A.D.A.R. President Janet Buchbinder explained that the Sticker Shock campaign is a Mothers Against Drunk Driving (MADD) Youth In Action initiative that is normally conducted during Alcohol Awareness Month, but R.A.D.A.R. repackaged the campaign and created stickers to be posted during the heightened risk period that develops as the school year comes to a close.



"We think it's a great time to put it around this time of year because of the prom season coming up and senior graduation because it's known to be a very rowdy time," said MHS senior Alisa Santangelo. "We just want to make sure our community's safe and very aware of what's going on."

Buchbinder explained that the very visible Sticker Shock campaign complements the Parents Who Host Lose the Most campaign, which reminds adults not only of the penalties for providing alcohol to minors, but also of the health and safety risks associated with underage drinking. "It is part of our overall strategy to increase awareness across the community in different venues," she said. In the past, R.A.D.A.R. has sent out mass mailings to parents about risk factors and the dangers of underage drinking and has produced fact cards bearing similar information to place in local pediatricians' offices for parents to see.



This time, the students partnered with local youth officers Detectives Sandy DiRuzza, Ozzie Ramos, Barbara Daquino and Bob Reynolds to coordinate with local sellers of alcohol to not only sticker the liquor, but also put out information about underage drinking law and the R.A.D.A.R. fact cards. Fremder said

watching her students engage the community about the dangers of underage drinking was rewarding, especially when she got to hear her students explain their project to passers-by.

Santangelo acknowledged that the participating businesses were cooperative, even enthused about the campaign and said she had fun plastering the beer aisle with warnings: "It was a great experience to make sure our community is involved."

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