



MEDIA ADVISORY

For events occurring August 8, 2014

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San Rafael Alcohol and Drug Coalition and Youth for Justice to Demonstrate At Mi Pueblo and Circle K to Demand an End to Alcopops Sales in the Canal Neighborhood

SAN RAFAEL, CA (August 8, 2014) – The Drug Free Community-funded San Rafael Alcohol and Drug Coalition, [Alcohol Justice's](#) Youth for Justice, and adults, community organizations from across Marin County who have banded together to create an [Alcopop-Free Zone®](#) in the Canal area of San Rafael, will demonstrate tonight in front of Mi Pueblo Food Center and Circle K. The public is invited to join in asking these local retailers to voluntarily stop selling dangerous youth-attractive flavored malt beverages (FMBs) known as [alcopops](#).

What: Demonstration / March

When: Friday, August 8, 2014, 7-8 P.M.

Where: Circle K 981 - Francisco Blvd. E, San Rafael, CA 94901 (7 P.M.)
Mi Pueblo Food Center - 330 Bellam Blvd, San Rafael, CA 94901 (7:30 P.M.)



Who: San Rafael Alcohol and Drug Coalition:

- Alcohol Justice
- Alcopop-Free Zone® Marin Coalition
- Bay Area Community Resources
- Canal Welcome Center
- Canal Community Businesses, Parents & Residents
- First Presbyterian Church of San Rafael
- La Plaza Market
- Marin County Probation Department
- Marin County Health and Human Services
- San Rafael Police Department
- San Rafael City Schools
- The Recovery Station TV Series
- University of San Francisco School of Nursing
- Youth for Justice
- YMCA

Why: Youth-attractive alcopops, or Flavored Malt Beverages (FMBs):

- Are pre-mixed, sweetened alcoholic drinks that taste like juice and soda
- Are packaged in brightly-colored cans, similar to energy drinks
- Are priced low enough to effectively target underage drinkers, especially young women
- Can be shelved wherever beer is available - including convenience stores and gas stations
- In supersized 24 oz. single-serving containers with 12 percent alcohol are the equivalent of 4-5 beers
- Encourage underage consumption and binge drinking which leads to serious alcohol-related harm

For Additional Information: www.AlcopopFreeZone.us

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