



MEDIA RELEASE

COUNCILMEMBER MARTI EMERALD, NINTH DISTRICT

Date: 03.14.13

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For Immediate Release

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COUNCILMEMBER EMERALD SUPPORTS **CITY HEIGHTS YOUTH IN** **TEEN-INSPIRED ALCOHOL PREVENTION MESSAGE**

When: Friday, March 15, 10:00am

Where: Murphy's Market, 3596 Fairmount Avenue, San Diego

What: Distribution of reusable bags with teen-inspired alcohol prevention message.

Who: City Councilmember Marti Emerald
Mark Kassab, Murphy's Market owner
Omar Calleros, Copley Family YMCA
Steve Eldred, Program Manager, California Endowment
Claudia Baltazar, SAY SD/Latino Youth Council
Judith Uriostegui, Member, Latino Youth Council
Angelica Esparza, Member, Latino Youth Council

Visuals: Reusable bags with teen-inspired alcohol prevention message.

Underage drinking is a national problem: an estimated 9.7 million youth between the ages of 12 and 20 were underage drinkers in 2011. Members of the Latino Youth Council in City Heights advocate for alcohol prevention among teens. Latino Youth Council also works with residents, businesses, law enforcement, educators and elected officials to prevent underage drinking.

The colorful, reusable shopping bags display two messages featuring an image of a Latino Youth Council member along with a caption directed at parents, asking them to prevent underage drinking by not providing alcohol to minors. The reusable shopping bags will be distributed, at no cost, to customers of Murphy's Market, as well as to clients of the Copley Family YMCA and Social Advocates for Youth (SAY) San Diego. The reusable shopping bags were purchased with funding provided by Councilmember Emerald, the California Endowment, Copley YMCA and SAY San Diego.

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