



FOR IMMEDIATE RELEASE
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SANTA FE PREVENTION ALLIANCE ANNOUNCES ANNUAL PROM CAMPAIGN

SANTA FE: It is prom season at Santa Fe area High Schools from April 11 through May 29, 2015. Prom season can be a time for joyful memories or a time of tragedy and loss. According to the National Highway Traffic Safety Agency, more than one third of youth under the age of 21 are involved in alcohol-related vehicle crashes from mid-April through mid-June.

The Santa Fe Prevention Alliance is proud to again partner with the Santa Fe Police Department, Santa Fe County Sheriff's Office, and the NM Department of Public Safety Special Investigations Division and State Police Division. The Prevention Alliance distributes information to alcohol retailers, lodging establishments, event venues, and neighborhood associations to remind the community about the importance of keeping prom season safe and alcohol-free *for our youth*.

Protecting our youth is a community effort. We encourage our Santa Fe community and its youth to make safe choices during this special season.

- It is against the law for anyone under age 21 to consume alcohol.
- Violations of this law could result in a mandatory fine and/or incarceration of the adult.
- The City of Santa Fe can hold homeowners responsible for parties that occur on their property even when the homeowner or parents are not present for the event.

To report underage drinking call **428-3710 or 911**.

The Santa Fe Prevention Alliance is a coalition of 20+ local and state organizations whose shared vision is: *Santa Fe County, where no one under 21 drinks alcohol, adults model low risk use of alcohol, no one drives while impaired and no one abuses drugs*. The Prevention Alliance received national recognition as the 2015 recipient of the prestigious Community Anti-Drug Coalitions of America Chairman's Award for their exemplary leadership in the field of substance abuse prevention.

For additional information about the Santa Fe Prevention Alliance, contact Shelley Mann-Lev, Director, at (505) 470-9072 or SantaFePreventionAlliance@gmail.com. Thank you for your support.

www.SantaFePreventionAlliance.com

OUR VISION: *Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk use, no one drives while impaired and no one abuses drugs.*