



# Help Promote Safe and Sober Celebrations

Our youth need us now, just as much as ever.

## FOR IMMEDIATE RELEASE

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### Youth Warn Adults About Supplying Alcohol to Minors in May Day Blitz

The Santa Fe Prevention Alliance sponsors the Nice Guys, Nice Gals Blitz in conjunction with their prom and grad campaigns in Santa Fe. Nice Guys, Nice Gals is a campaign to reduce underage drinking and increase awareness of the penalties for providing alcohol to minors. During the Nice Guys, Nice Gals Blitz youth place signage on multi-packs of beer, wine coolers and other alcohol products reminding purchasers that giving alcohol to minors can lead to serious consequences.

The goal of this event is to discourage adults and older peers (those who are 21 or over) from providing alcohol to minors. Youth who choose to drink often obtain alcohol from people they know, typically adults, older family members and peers. In New Mexico it is illegal to provide alcohol to minors. Penalties can be as severe as being convicted of a fourth degree felony for the first offense.

For the second consecutive year, Santa Fe Student Wellness Action Team (SWAT) Program is joining the Santa Fe Prevention Alliance to conduct the "Nice Guys, Nice Gals Blitz. SWAT is a prevention based high school and middle school youth advocacy organization supported by the Santa Fe Public Schools. Along with the Santa Fe Prevention Alliance, SWAT identifies retailers who will host this public awareness project.

The Nice Guys, Nice Gals Blitz is made possible with the support of retail partners Brewer Oil Company and Albertson's on St Francis. These retailers host the SWAT members in their stores to place Nice Guys, Nice Gals materials on alcohol products.

This year's Nice Guys, Nice Gals Blitz will be Friday, May 1, 2015.

The Prevention Alliance is a coalition of more than 25 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 recently 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. [www.santafepreventionalliance.com](http://www.santafepreventionalliance.com)

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Campaign Design By Cisneros Design, Inc.

[www.SantaFePreventionAlliance.com](http://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.