



**FOR IMMEDIATE RELEASE**

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### **Jefferson Township Eateries Ban Together to Send a Powerful Message**

**Jefferson Township-** Coalition members have helped launch “Sticker Shock” in Jefferson Township, participating in a national campaign targeting adults who might purchase alcohol for underage youth. The stickers are designed to be placed on pizza boxes and carry out containers from the pizzerias during the month of April, to commemorate Alcohol Awareness Month.

The sticker shock campaign is part of a cooperative effort between Jefferson Township Municipal Alliance Committee (Jefferson Township MAC) and Community Trials Intervention (CTI), which is a regional subcommittee of the Community Coalition for a Safe and Healthy Morris (CCSHM). The coalitions involved in the sticker shock campaign hope to raise awareness among adults who may be interested in providing alcohol to their underage peers. They are hoping that this project will engage adults and get them to think twice before providing alcohol to anyone under 21.

Sticker shock was implemented at “Frank’s Pizza & Italian Restaurant (Oak Ridge),” “Frank’s Pizzeria & Restaurant (Lake Hopatcong),” “Mario’s Pizzeria and Restaurant,” “Pinto’s Pizza & Catering,” “TJ’s Pizzeria,” “Vinny & Son, Inc.” and “Lox, Stocked & Bageled” with the message reading: “Don’t Serve Alcohol to Teens. It’s unsafe, it’s illegal, and it’s irresponsible.”

Jefferson Township Municipal Alliance Committee (Jefferson Township MAC) and the Community Trials Intervention (CTI) Coalition play a critical role in reducing high risk and underage drinking in Jefferson Township and in implementing strategies to change attitudes about youth drinking and the easy access to alcohol in our communities. To find out more, please call 973-625-1998 or visit [www.mcpik.org](http://www.mcpik.org).