



FOR IMMEDIATE RELEASE

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Rockaway Borough Liquor Stores and Pizzerias Ban Together to Send a Powerful Message

Rockaway Borough- Coalition members have helped launch “Sticker Shock” in Rockaway Borough, participating in a national campaign targeting adults who might purchase alcohol for underage youth. The stickers are designed to be placed on multipacks of alcoholic beverages sold at liquor stores as well as 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 Rockaway Borough Municipal Alliance Committee (Rockaway Borough 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 “Rockaway Wine and Liquors” and “Smith’s Tavern” with the message reading: “Keep it Legal! The penalty for providing alcohol to people under 21 is up to 180 days in jail and a fine of up to \$1,000.” Sticker shock was implemented at “Anthony’s Family Restaurant & Pizzeria,” “Gencarelli’s Restaurant & Pizza,” “Paradiso Pizzeria & Ristorante,” “Papa John’s” and “Master Pizza” with the message reading: “Don’t Serve Alcohol to Teens. It’s unsafe, it’s illegal, and it’s irresponsible.”

Rockaway Borough Municipal Alliance Committee (Rockaway Borough MAC) and the Community Trials Intervention (CTI) Coalition play a critical role in reducing high risk and underage drinking in Rockaway Borough 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.