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— M A Q U O K E T A —

SENTINEL—PRESS

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Pink stickers used as reminder

Area youth launch Project Sticker Shock to target adults

Shocked by the bright pink heart-shaped stickers on alcohol purchased in the Maquoketa area? Good.

The Maquoketa Community High School LRP (Leadership and Resiliency Program) students, in collaboration with the Area Substance Abuse Council, last week launched the “Project Sticker Shock” campaign in the Maquoketa area.

The purpose is to remind adults that providing alcohol to anyone under age 21 is illegal.

On April 16, the youth-led LRP group, along with several adult chaperones, visited Fareway, B & C Liquor, the Hitchin’ Post, Casey’s, the BP, Dick’s Express Lane, and Len’s BP. All are working together to create a safer, healthier lifestyle by combating the problem of underage drinking.

Students adhered about 1,500 stickers to alcohol containers around town.

The goal of Sticker Shock is to raise public awareness about the minimum drinking age law by placing stickers on multi-packs of beer. The overall goal of the project is to reduce youth access to alcohol and to discourage adults and older peers (those who are 21 or over) from providing alcohol to minors.

The stickers in a bright pink border read, “If You Care For Them... It is illegal for any person 21 or older to purchase or provide alcohol to minors. Fines are up to \$2,500 or one year in jail. Don’t Provide For Them! Prevent Underage Drinking.”

In addition to the stickers, signs containing the laws and penalties about providing to minors are placed in the stores as well.

“(The school) asked us if they could put these stickers on and we said, ‘Sure.’ It’s an important way to help the community,” said Mike Koll, grocery manager at Fareway in Maquoketa.

The April 16 Sticker Shock was a service learning project for the LRP students. They complete one such project each month.

The group plans to visit other close by communities like the Andrew Country Mart and K & K Gas & Food Inc. in Baldwin in the near future to introduce those communities and residents to Project Sticker Shock as well.

Adults helping with the Sticker Shock program included Kelly Jacobsen, Holly Honey, April Everding, Brian Moretz and Officer Darin Risinger.

Alcohol is the most commonly used drug among young people, and according to the 2005 Iowa Youth Survey, 74 percent of 11th and 52 percent of 8th graders answered it is “easy” or “very easy” to access alcohol (3 out of 4 high school students).

Local organizers of the Sticker Shock campaign hope to make adults think twice before making it any easier for youth to access alcohol.



These distinctive heart-shaped stickers educate the public about the legal ramifications of purchasing alcohol and distributing it to underage youth. Through the same Sticker Shock program, the stickers will appear on alcoholic beverages in Andrew, Baldwin, Bellevue and Preston in coming weeks.



Leadership and Resiliency Program students from Maquoketa Community High School applied about 1,500 stickers to alcoholic beverage containers in Maquoketa last week. The stickers were part of Sticker Shock, a project organized by the Jackson County Grant to Reduce Alcohol Abuse.



Local businesses that sell alcohol are reinforcing the fact that providing alcohol to minors (youth under age 21) is illegal. Mike Koll, grocery manager at the Maquoketa Fareway, posted this sign in the store’s alcoholic beverages department to remind adults of the law. Koll said the store was glad to help Maquoketa Community High School and LRP students in their attempts to reduce underage alcohol consumption in the county.