

Marquette County Coalition for Substance Abuse and Violence Prevention

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PRESS RELEASE

For Immediate Release - June 12, 2008

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Beer Policy at Great Lakes Rodeo Praised by Community Groups

People who prefer moderate alcohol consumption at community events will raise a toast this weekend to congratulate the Great Lakes Rodeo on making 0-0-1-3 part of its alcohol service policy.

0-0-1-3 is a guideline endorsed by the Marquette County Board of Health for alcohol consumption at community and family-friendly events. The numbers represent: no alcohol for people under 21 years of age, no driving under the influence of alcohol, one alcoholic beverage per hour, and no more than three alcoholic beverages at one event.

“Lots of people talk about moderate drinking – but no one seems to agree on what moderate drinking really is. 0-0-1-3 defines moderate drinking as one alcoholic beverage per hour and no more than three per event,” states Jim Harrington, chairperson of the Marquette County Coalition for Substance Abuse and Violence Prevention. “We’re very pleased to see that the Skandia Lions have adopted this policy for all of the events this summer where they will be volunteering to serve alcohol.”

“Events like the rodeo are fun events for families to attend,” said Paul Olson, from Great Lakes Center for Youth Development, “but many parents avoid community events where alcohol is served because they don’t feel comfortable exposing their children to adults who are intoxicated in public. Hopefully, 0-0-1-3 will reassure parents that adults at events where alcohol is served will behave responsibly.”

The Skandia Lions Club is handling beer sales at the event as a fund-raiser for philanthropic causes the club supports. “It looks like this rodeo is going to be successful and will grow,” said Tom Devilbiss, Skandia Lions Club President. “This could be an important fund raiser. The funds we raise help support sight and hearing projects, Bay Cliff Health Camp, the Leader Dog program, Northwoods Air Lifeline, and many other projects in conjunction with Lions Clubs International.”

Ron Stenfors, a volunteer with the Skandia Lions Club, is very aware of the responsibility the volunteer beverage servers have, “When you’re licensed by the Liquor Control Commission, you’ve got to keep things under control because you are liable,” he said.

Serving alcohol at community events creates public safety concerns for law enforcement, as well. “The Marquette County Sheriff’s Office fully supports the 0-0-1-3 guideline as a means to reduce drunk driving and other alcohol-related problems in our community,” said Marquette County Sheriff Mike Lovelace. The Marquette County Sheriff’s Office is responsible for the administration of temporary liquor licenses for areas in the County without their own law enforcement agency - such as the Marquette County Fair Grounds.

“If an event uses the 0-0-1-3 guideline, then people will be much less likely to be legally intoxicated when they leave the event,” according to Jim Harrington.

“Not only will it assist individuals to understand what responsible drinking can be defined as, but if followed, can lead to a safer community and better role-modeling for our youth by adults,” said Sheriff Lovelace.

For more information about 0-0-1-3 please check out www.upprevent.org.