

December 12, 2007

Media Alert

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**California Friday Night Live Partnership Announces:
Exeter Police Department Announces Formal
Adoption of TRACE
4:00 p.m., December 13 • Pine and “E” Street, Exeter**

Visalia – Tomorrow afternoon, Chief Cliff Bush of the Exeter Police Department will make a formal announcement that his department will adopt the statewide TRACE protocol for reporting businesses or individuals involved in selling or providing alcohol to minors. “The department is committed to increasing its efforts to reduce underage access to alcohol,” says Chief Bush.

TRACE was developed in response to the death of Exeter’s Casey Goodwin by an underage drinking driver. Her mother’s quest to hold accountable the adult who provided the alcohol to the underage drinker who took Casey’s life led her to the California Attorney General, who initiated the statewide convening of agencies such as Office of Traffic Safety, Alcoholic Beverage Control, California Chiefs Association, California Sheriffs, California Highway Patrol, California Friday Night Live Partnership to develop TRACE (Target Responsibility for Alcohol Connected Emergencies). The purpose of TRACE is to hold accountable the adult who provided alcohol to a minor, resulting in a drinking-caused emergency (DUI, suicide, sexual violence, etc.). Holding retailers, parents and other adults accountable for providing alcohol will help reduce its incidence and the sometimes devastating consequences.

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“Underage drinking is a prevalent threat to the well being of our youth and communities,” says Ms. Goodwin. “It is often a major factor in teen pregnancy, DUI crashes, teen sexual violence, academic failure and suicide. The TRACE program was been a great tool for city and county agencies to use in pursuing businesses who provide alcohol to young people. The program will now take on the role of targeting the issue of individuals involved in social hosting.”

“Social hosting” is the practice of parents or adults providing alcohol to youth. TRACE will now go beyond targeting retailers and illegal sales to minors to focus on holding parents/adults who provide alcohol accountable. To focus on the issue of social hosting, the California Attorney General and the Office of Traffic Safety have developed a new media campaign entitled RAST (Responsible Adults Safe Teens). The campaign utilizes Public Service Announcements (PSAs) for television and radio, town hall forums and other educational opportunities. Examples of the campaign PSAs will be available to the media at the event.

Representatives from the Alcoholic Beverage Control (ABC), the Attorney General’s office and California Friday Night Live Partnership will be on hand to discuss the issue of underage drinking in Tulare County. Lynne Goodwin will speak on the issue of adults providing alcohol to minors.

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