FOR IMMEDIATE RELEASE
DATE 4/15/2016

NAME: Vivian Luong
PHONE: (408) 677-7012
EMAIL: Vivian.Luong@aaci.org

Andrew Hill High School Friday Night Live
Build Community Partnership to Tackle Underage Drinking

San Jose, CA - A student group at Andrew P. Hill High School have built a community partnership with a local liquor store owner to restrict the amount of space on their store window which features alcohol advertisements as a means to address underage drinking in their community. According to a Youth Risk Behavior Survey, 35% of high school students drank in the past 30 days and 21% reported binge drinking. Persons reporting to first use alcohol before age 15 are more than 5 times as likely to report alcohol dependence or abuse. In response to this alarming data, 13 students in an on-campus group called Friday Night Live (FNL), have decided to take action by locating liquor stores that are within a one-mile radius of the high school to ask store owners to abide to the provisions found in the Lee Law and Alcohol Beverage Control laws. The Lee Law states that only 23% of store front windows are to be covered in advertisements. These provisions are to ensure the safety of the store owner and community. Because these stores are popular destinations for youth after school, youth are often bombarded with the alcohol advertisements.

This FNL campaign looks to gain ground in the coming year by working with more liquor store owners in the area to take down more alcohol advertisements and replacing them with positive messages. These young community leaders are not alone in impacting positive changes for the community, the anti-bully student group at the high school is also saying “no to bullying.” With the digital age of Facebook and phone applications like Snapchat, Vine, etc. it’s easy for young people to be distracted and disengaged from community, but these youth are proving otherwise and inspiring their peers to become leaders in their community.

“We look forward to continuing our work to reduce underage drinking in our community. There is definitely a need for it and we could not have done this without the support of our community. The battle is not over just yet!" – FNL Youth

Come listen to how all these youth at Andrew P. Hill High School are making big changes for their community and future plans. We hope to discuss the importance of our project and next steps in our upcoming press conference on April 28, 2016 at 11:00 AM – 11:30 AM PST at Andrew Hill P. High School 3200 Senter Rd, San Jose, CA 95111.

For more information about the program, contact Vivian Luong, Program Coordinator at (408) 677-7012 or Vivian.Luong@aaci.org.

###

This program is funded by Santa Clara County Behavioral Health Services Dept. - Substance Use Prevention Services