

Media Release Template Sample



For Immediate Release: **Today's Date**
Contact: **Contact Name, Contact Phone**

Local Retailers Caught Selling Alcohol Illegally to Minors

(Municipality or County, Wisconsin) – The **Coalition/Health Department Name** in partnership with **Law Enforcement Agency** conducted a round of compliance checks on **Date** at licensed alcohol retailers across **Municipality or County**. Of **Y** checks completed, **X** retailers sold illegally to underage buyers.

[Add compliance data including any insights or trends]

Wisconsin law prohibits the sale of alcohol to anyone under the age of 21. Selling illegally to minors can result in up to a \$500 financial forfeiture for first offenders, with increasing fines and jail time or alcohol license suspension for repeat offenders.

“We applaud so many of our retailers who take their responsibility seriously and refuse illegal sales to minors.” said **Law Enforcement Contact Name**. “By enforcing our local alcohol laws, we’re keeping our community and kids safe.”

The goal of the compliance check program is to encourage compliance with state and local alcohol laws. Research shows that conducting compliance checks at least twice per year over the course of multiple years can reduce illegal sales to young people. Retailers can use free and easy education available through the Department of Revenue to train their employees to check IDs and not sell to minors.

“We need everyone’s help to confront the negative impacts of alcohol in our community.” said **Health Department Contact Name**. “Responsible retailers who join us in preventing underage drinking are making our neighborhoods healthier places to grow up.”

Wisconsin’s underage drinking rates are higher than the national average. Alcohol consumption results in preventable deaths including motor vehicle crashes, violence, suicide, and alcohol poisoning. **[Insert local data.]**

“Alcohol is a serious safety and public health issue requiring strong policy and enforcement.,” said **Coalition Partner Contact Name**. “Beyond compliance with existing law, we also need to **[Insert Community Next Step]**”

For more information about compliance checks, contact **Coalition Name, Contact Phone**

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