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*****FOR IMMEDIATE RELEASE*****

**FROM OREGON PARTNERSHIP AND COMMUNITY ACTION TO REDUCE
SUBSTANCE ABUSE (CARSA)**

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**“FACE IT, PARENTS” LAUNCHES SPRING BREAK
PUSH TO PREVENT UNDERAGE DRINKING!**

**Advice to parents on keeping kids safe with healthy alternatives... Law
enforcement leaders make personal appeal... Free bus passes!**

(Portland, Oregon) A Spring Break campaign, targeting parents and teens, gets underway this week to raise awareness about the dangers of underage drinking and offers healthy alternatives.

The campaign is part of the statewide Face it, Parents underage drinking prevention initiative and coordinated by Oregon Partnership and Community Action to Reduce Substance Abuse (CARSA).

As part of the effort, a letter from Portland Police Chief Rosie Sizer and Multnomah County Sheriff Bob Skipper is being sent to parents explaining how best to keep kids safe during Spring Break.

“Teens are drinking way too much in Multnomah County,” Sizer and Skipper tell parents. “We want to prevent underage drinking, and the truth is that you, as a parent have more influence over your teenager than we do.”

The letter also warns parents about the impact of alcohol on the developing adolescent brain and how it can damage brain development by up to 10%.

During Spring Break, teens should enjoy their time off in healthy ways, such as sports, outdoor activities, art projects and volunteering in the community.

A list of suggested activities and links will be featured on Oregon Partnership's website at www.orphnership.org.

Free Tri-Met bus passes for the week of March 23rd will also be available on the website while supplies last.

Face it, Parents public service announcements written and recorded by Marshall High School students will air on KKCW FM (K-103) and streamed on the station website.

On the TV side, Face It, Parents PSA's produced by the Art Institute of Portland will air on KPTV(Fox 12).

Suggestions for parents:

*Talk to each of your children and express your strong disapproval of underage alcohol and drug use. This is a very powerful step!

*Tell your teens they may not go to parties where alcohol or drugs are consumed, but remind them that they can always call you if they get into a bad situation. Still, check with other parents before you allow your teen to attend a party.

*Monitor your home alcohol supplies. Kids often get alcohol from homes. Consider a lock for your liquor cabinet or storing less alcohol in your home, and track alcohol supplies.

*Report any suspected parties to the Oregon Liquor Control Commission's dispatch center at (503) 872-5070.

*Plan fun activities for your teen and family. For activity ideas during spring break, visit www.orphnership.org. Don't be fooled when your kids says it's not cool to do things with parents; they really value the time you spend with them.

For more information about underage drinking and resources for families, visit www.FaceitParents.com.