

# NEWS RELEASE



FOR IMMEDIATE RELEASE

National Council on Alcoholism and Drug Dependence – New Jersey  
1675 Whitehorse-Mercerville Road, Suite 205, Hamilton, NJ 08619

CONTACT: Daniel Meara  
609.689.0121 x 102  
dmeara@ncaddnj.org

## NCADD-New Jersey and Macy's join forces to combat youth alcohol use

TRENTON ... (March 7, 2006) –The National Council on Alcoholism and Drug Dependence-New Jersey (NCADD-New Jersey) is participating in Macy's Community Shopping Day to raise funds to further its work to reduce youth use of alcohol. Community Shopping Day, which is to take place Tuesday, April 4, 2006, is an all-day shopping event dedicated to raising money for community causes. NCADD-NJ is selling \$10 tickets, with all proceeds going to the agency's *Sobering Facts Campaign* to combat minors' use of alcohol, the number one drug of choice among New Jersey's youth.

NCADD-New Jersey's Sobering Facts Campaign educates communities about youth drinking and promotes strategies to address the problem. It also provides schools with materials to inform students, parents and teachers about youth drinking and its consequences. Additionally, NCADD-NJ places PSA's about youth alcohol use in newspapers and on the radio. More information about the campaign is available through the website [www.soberingfacts.org](http://www.soberingfacts.org).

The Community Shopping Day tickets include a \$10 gift card for the first 1,000 shoppers who come to a participating Macy's on April 4 with a pre-purchased ticket. Ticket-holders will be entered in a drawing for a \$500 shopping spree. There will be give-aways such as \$250 cosmetic and fragrance baskets as well as a Wegman's gift card, minor league baseball tickets (Trenton Thunder and the Lakewood Blue Claws), a breakfast at the Hyatt, and a work-out at Gold's Gym. The day will also feature activities for adults and children, including a massage chair, manicure, palm reading, a magician, cooking demos, and flower arranging, to name just a few. For more information on Community Shopping Day, go to [www.ncaddnj.org](http://www.ncaddnj.org).

*NCADD-NJ has dedicated itself for more than 20 years to educating New Jersey's citizens about alcohol and drug use issues, to advocating on state policies concerning individuals addicted to alcohol or other drugs, and to reducing the stigma that frustrates a public health approach to the disease of addiction.*

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