

NEWS RELEASE



FOR IMMEDIATE RELEASE

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NCADD-New Jersey issues primer to assist towns enact keg registration

TRENTON ... (April 23, 2007) – The National Council on Alcoholism and Drug Dependence-New Jersey (NCADD-NJ), in recognition of April as Alcohol Awareness Month, has released a primer to assist local governments statewide enact a keg registration ordinance. The primer was developed to address the prevalence of beer kegs at parties where minors are drinking, but where previously there had been no way to trace the keg to the adult purchaser.

“Beer kegs remains one of the most common sources of alcohol at teenage parties,” John Hulick, NCADD-NJ’s director of Public Affairs and Policy, said. “There is a way to curtail the free-flowing keg beer that causes so much harm to youth: Keg Registration.”

In many cases where a keg is found at a party, the teenagers scatter and police have no way to identify the person who provided the beer. Registering the name of the purchaser of a beer barrel at the point of sale assures that anyone providing beer barrels to minors will be held accountable. As the primer makes clear, there is no penalty for the store selling the keg provided they have recorded the buyer’s information.

A number of towns in New Jersey have recently enacted keg registration or are debating whether to adopt the measure. NCADD-NJ makes it practice to mail the primer to the local officials in each municipality considering keg registration to help them fully understand the issue.

The keg registration primer is the second such document issued by NCADD-NJ, the first one having been on an ordinance confronting youth alcohol use on private property. The 'Stop Youth Alcohol Use'

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PRIMER

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Series has been developed in partnership with The New Jersey Prevention Network, the Governor's Council on Alcoholism and Drug Abuse, and the Childhood Drinking Coalition. To obtain printed copies of the primer, call 609-689-0121 x 7015. The keg registration primer is also electronically formatted and available at www.ncaddnj.org.

Over the past four years, NCADD-NJ's Sobering Facts Campaign has educated 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. NCADD-NJ also places PSA's about youth alcohol use in newspapers and on the radio. Information about the campaign is available through its website, www.soberingfacts.org.

NCADD-NJ is a non-profit organization that for the past 25 years has dedicated itself 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. More information about the council is available at its website, www.ncaddnj.org.

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