



**MEDIA ADVISORY**

For events occurring September 26, 2015

**CONTACT:** Michael Scippa 415 548-0492

Maite Duran 415 717-1099

**BOYCOTT CIRCLE K SAN RAFAEL  
YOUTH DEMAND ALCOPOP-FREE ZONE®**

SAN RAFAEL, CA (September 24, 2015) – In protest of Circle K’s failure to respond to community concerns over their continued sale of dangerous youth-attractive flavored malt beverages (FMBs) known as alcopops, Youth for Justice is leading an Alcopop-Free Zone® demonstration calling for a boycott of the San Rafael business. They will be asking customers of the Canal-neighborhood retailer to shop elsewhere. This is the 6<sup>th</sup> time that Circle K has been targeted. Previous attempts to meet with corporate leaders of the business to ask them to voluntarily stop selling alcopops have been met with indifference.

**What:** Demonstration / March / Boycott

**When:** Saturday, September 26, 2015, 3-6 P.M.

**Where:** Circle K 981 - Francisco Blvd. E, San Rafael, CA 94901

**Who:**

- Alcohol Justice
- Alcopop-Free Zone® Marin Coalition
- Bay Area Community Resources
- Canal Welcome Center
- Canal Community Businesses, Parents & Residents
- Comite De Acción Comunitaria
- First Presbyterian Church of San Rafael
- La Plaza Market
- Project Avary Peacemakers
- San Rafael Alcohol and Drug Coalition
- Trips for Kids
- The Recovery Station TV Series
- University of San Francisco School of Nursing
- Youth for Justice
- YMCA



**Why:** Youth-attractive alcopops, or Flavored Malt Beverages (FMBs):

- Are pre-mixed, sweetened alcoholic drinks that taste like juice and soda
- Are packaged in brightly-colored cans, similar to energy drinks
- Are priced low enough to effectively target underage drinkers, especially young women
- Can be shelved wherever beer is available - including convenience stores and gas stations
- In supersized 24 oz. single-serving containers with 12 percent alcohol are the equivalent of 4-5 beers
- Encourage underage consumption and binge drinking which leads to serious alcohol-related harm

For Additional Information: [www.AlcopopFreeZone.us](http://www.AlcopopFreeZone.us)



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