



City of Chicago
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R2015-711

Meeting Date: 9/24/2015
Sponsor(s): Reilly (42)
Type: Resolution
Title: Congratulations extended to Federal Trade Commission and Constellation Brands Beer Division on "We Don't Serve Teens" Initiative and call on alcohol beverage retailers, adults and parents to participate
Committee(s) Assignment:

Committee on Finance
City Council Meeting, September 24, 2015
Alderman Brendan Reilly, 42nd Ward
Resolution

RESOLUTION IN SUPPORT OF “WE DON’T SERVE TEENS,” AN INITIATIVE BY THE FEDERAL TRADE COMMISSION, CONSTELLATION BRANDS BEER DIVISION, AND OTHER CHICAGO BUSINESSES TO COMBAT UNDERAGE DRINKING

Whereas, Every September, thousands of young Chicago residents enter new classes, make new friends, and advance on the path of learning in our middle schools, high schools, colleges, and universities;

Whereas, The progress and future opportunities for our students can be halted or seriously diminished by poor performance in school, illnesses, injury, and even tragic death if they engage in illegal underage drinking;

Whereas, underage drinking has declined in the United States and is preventable through sustained efforts of parents, family members, educators, industry members, law enforcement, and concerned citizens;

Whereas, younger persons between the ages of 12 and 14 who experiment with alcohol are most likely to obtain it from their homes, the homes of friends, or from adult family members;

Whereas, recent research by the University of Illinois Chicago found that underage drinking can contribute to long-term behavioral changes that will adversely affect a young person’s ability to thrive in their chosen professions, their personal relationships, and other key measures of success;

Whereas, the University of Illinois Chicago research is consistent with prior government studies and guidance from the American Academy of Pediatrics showing that drinking early in a person’s teenage years substantially increases the risk of lifetime substance abuse;

Whereas, We Don’t Serve Teens is a research-based initiative of the Federal Trade Commission to educate adults on the basic facts about illegal underage drinking and remind them of the well-known risks of harm to the underage drinkers themselves and to the general public; and

Whereas, We Don’t Serve Teens provides parents and other adults with the means to play an active role in further reducing underage drinking through greater awareness of how teens obtain alcohol and the places where most underage drinking occurs; and

Whereas, We Don’t Serve Teens provides young people with useful information on the dangers of underage drinking, the costs of violating the law, and strategies to overcome peer pressure and other negative influences; and

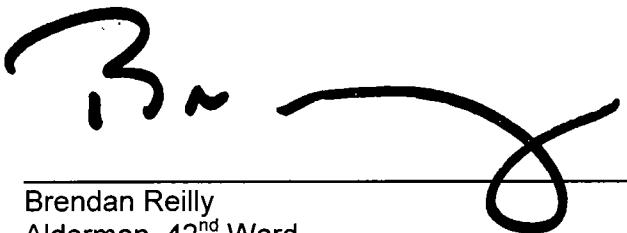
Whereas, Chicago-based Constellation Brands Beer Division will join with Chicago beer distributors and retailers to publicize the We Don’t Serve Teens initiative in Chicago during the month of September;

Now, Therefore, Be It Resolved, the City of Chicago supports the message of We Don't Serve Teens: Please don't provide alcohol to teens. It's unsafe. It's illegal. It's irresponsible. Resolved, the City of Chicago calls upon all parents and other adults involved in the lives of teens to utilize the information available from www.dontserveteens.gov to inform other parents and friends of the measures they can take to further reduce underage drinking to protect our younger citizens and the broader Chicago community; and be it further

Be It Further Resolved, that the City of Chicago calls upon all licensed alcohol beverage retailers to actively participate in We Don't Serve Teens outreach efforts to their customers; and be it further

Be It Further Resolved, the City of Chicago commends the Federal Trade Commission for its efforts to protect the safety of our teens and of the general public; and be it further

Be It Further Resolved, the City of Chicago commends Constellation Brands Beer Division, Chicago beer distributors, and Chicago alcohol beverage retailers for their ongoing support for We Don't Serve Teens.

A handwritten signature in black ink, appearing to read "B. Reilly". The signature is fluid and cursive, with a large, stylized 'B' on the left and a more formal 'Reilly' on the right.

Brendan Reilly
Alderman, 42nd Ward

