



MEDIA ADVISORY

For events occurring February 12, 2016, 2015

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

SAN RAFAEL, CA (February 12, 2016) – 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 8th 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. Five other Canal alcohol retailers have complied; Circle K and Mi Pueblo Market are the only remaining sellers of the potent, fruit-flavored alcoholic products in the neighborhood.



What: Demonstration / March / Boycott

When: Friday, February 12, 2016, 6:30 – 7:30 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

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



