



For Immediate Release

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CalBoozeBuster App Wins Innovation Award by California Alcoholic Beverage Control

Alcohol Justice's Bruce Lee Livingston Takes First Prize

SACRAMENTO, CALIFORNIA (DECEMBER 16, 2015) – The Director of the Alcoholic Beverage Control (ABC) announced today the winners of its statewide Innovation Award Contest. ABC was one of three state agencies participating in the "\$25K Find a New Way" contest to discover the best unique ideas for helping the agency more effectively prevent or reduce underage drinking.

The first prize was awarded to Bruce Lee Livingston, Executive Director / CEO of [Alcohol Justice](#) for his winning submission of the **CalBoozeBuster App**. The App is an innovative, cost-effective program designed to empower youth using smart phones to anonymously report to ABC alleged sales of alcoholic beverages to youth at and around retail stores in California.

Livingston proposed that ABC develop a free application for Android and iPhones (iOS) linked to the Department's current geocoding License Query Mapping System. Youthful users of the App could then tie into this system to pinpoint an establishment, providing an avenue for the public and engaged youth to monitor, and confidentially provide information and post pictures of storefronts suspected of violating various laws including sales of alcoholic beverages to minors, sales to obviously intoxicated persons, loitering, litter, and excessive signage. Livingston, receiving a \$7,500 award for his idea stated, *"I'm delighted to donate the entire award to Youth for Justice, a San Rafael group promoting [Alcopop-Free Zones](#)."*

"What makes this idea so exciting is the potential it has to facilitate communication between the public and ABC, harness the knowledge and observations of youth, and utilize mass data gathering through crowd sourcing social media to help the Department more precisely target problem premises," said Timothy Gorsuch, Director of ABC. *"The App has the potential to reduce the costs of monitoring and enforcement, making it a revolutionary next generation prevention and enforcement tool."*

"The CalBoozeBuster App has enormous potential to reduce teen drinking and harm," stated Livingston. *"It will empower youth to report alleged off-sale violations. Eventually the App could be used to report binge drinking or irresponsible beverage service."*

ABC was assisted in its selection of winners by a panel of external judges consisting of Rhonda L. Craft, Director of the California Office of Traffic Safety; Jonni Fenner, Assistant Chief of the California Highway Patrol; and Tom Herman, Administrator from the California Department of Education.

CalBoozeBuster



Violations
Checklist

Bargain Beers
5 complaints



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