

In California, Alcohol Justice-cosponsored [Assembly Bill 1554](#) which along with an [SB 819](#) will create a comprehensive pre-emptive stop to a chilling litany of health and safety concerns associated with powdered or crystalline alcohol.

“Powdered alcohol is a dangerous product that has been designed and marketed as a way to make super-charged cocktails on the go. Binge drinking and alcohol related deaths are already a huge problem in California and adding powdered alcohol to the mix is a recipe for disaster,” said Assemblymember Jacqui Irwin (D-Thousand Oaks), author of AB 1554. *“Today’s vote reflects the overwhelming, bi-partisan support behind the powdered alcohol ban and I applaud my colleagues for taking decisive action to protect public health.”*

“Powdered Alcohol has a high potential to attract youth with its convenience, fruity flavors and portability,” stated Dr. Jim Kooler, spokesperson for [California Alcohol Policy Alliance \(CAPA\)](#), and Administrator of the California Friday Night Live Partnership and the California Center for Youth Development and Health Promotion. *“Young people who begin drinking before age 15 are four times more likely to develop alcohol dependence and are two and half times more likely to become abusers of alcohol than those who being drinking at age 21.”*

“We continue to agree with New York Senator Chuck Schumer who said Palcohol will become the 'Kool-Aid' of teenage binge drinking and will lead to acute alcohol poisoning and death,” stated Livingston. *“We are grateful to the states that have placed public health and safety above commerce. We will continue to encourage elected leaders in states that have yet to take action to do so to keep the powdered alcohol threat out of their states as well,”* added Livingston.

For more information: <http://bit.ly/1qVbyGh>

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