



# ***Coloradans for Safe Sales***

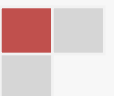
Communities Working Together to Prevent Underage Sales

***Dear Fellow Coloradans: We invite you to learn more about our activities and join us in keeping our communities safe through controlled beverage alcohol sales and prevention promotion activities. As business leaders, we seek to foster an environment in which youth, families, consumers and communities promote the principles found in the "Coloradans for Safe Sales" campaign. As a community, we build on our collective strengths to address beverage alcohol issues of concern for Colorado. As responsible retailers, we have implemented a "Coloradans for Safe Sales" Campaign to assist retailers to continue an active role in reducing underage drinking and driving under the influence. To learn more, visit facebook page showcasing the "Coloradans for Safe Sales" Campaign.***

***Colorado Licensed Beverage Association***

*Committed to controlled, safe and responsible beverage alcohol sales*

*[Pick the date]*



# Coloradans for Safe Sales

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## ***Why are we doing this?***

Many Colorado adults enjoy wine, spirits and beer in a responsible and enjoyable manner. According to a 2011 independent voter poll, a majority of Colorado adults agree that Colorado's controlled independent sales model is BEST in keeping products out of the hands of underage citizens and citizens who choose to over imbibe and drive.

## ***What is Coloradans for Safe Sales?***

"Coloradans for Safe Sales" is an ongoing educational effort to educate business leaders, families and educators on the responsibilities and safety inherent in Colorado's system of controlled sales of beverage. This effort is founded in prevention of beverage alcohol misuse and abuse through the current controlled system.

## ***What does it do?***

The campaign brings Colorado's public and private sectors together in one voice to encourage policymakers to safeguard our current system of beverage alcohol control - a system which discourages beverage alcohol abuse and provides communities with responsible retailers of beverage alcohol.

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## ***Our Campaign Priorities***

### ***Community Desires***

Colorado citizens polled in 2011 ***opposed*** changing our current system of controlled sales to legalize grocery and c-stores beverage alcohol sales. The reason? Concern change would increase underage access and sales.

### ***Reduced DUIs and Underage Sales***

As retailers serving on the Colorado Interagency Task Force on DUIs, we are the voice promoting responsible, safe and controlled beverage alcohol sales and service – it's having an impact. The number of alcohol related incidences are declining.

### ***Local Control***

The current regulatory system of ***effective control*** of beverage alcohol sales is regularly challenged by out-of-state interests. We have and will continue to work with State Legislators and Regulators to ensure that the system that protects our communities is maintained.