



STICKER SHOCK

December 9, 2021



(From left to right) Cohasset Youth Ambassadors Aydin, Mateo, Sam, Laila, Isabella, Jack, Sari, Lisel, Quinn, Maeve, and Evelyn at the sticker shock on 11/22.

On the Monday before Thanksgiving, eleven members of the Cohasset Youth Ambassadors program headed to Cohasset's largest liquor store, Curtis Liquors, to



make an impact using Sticker Shock-a campaign to place informational stickers on alcoholic beverages to educate about the increase in drinking during the holiday season, prevent adults from purchasing alcohol for minors, and ultimately warn against certain dangers that could result from an increase in alcohol consumption.

At an early November meeting, Ambassadors split into brainstorming groups-one comprised of middle school and one comprised of high school students. Each group was tasked with creating a sticker that included a clear fact or statistic about drinking during the holiday season.

The middle school group arrived on a cornucopia design, with the message **"69% of Americans are likely to overindulge during the holiday season."**



The high school group designed a fall maple leaf sticker, reading **"Almost half of adults with alcoholism began drinking before the age of 21."**

The Wednesday before Thanksgiving, coined "Blackout Wednesday," refers to the large amounts of alcohol consumed when friends and family are reunited for the break. This day results in a spike in drunk driving accidents and alcohol related emergency room visits. If even one person rethinks their purchase of alcohol for a minor because of the sticker, then the Sticker Shock campaign is a success.



Through the generosity of Curtis Liquors, Youth Ambassadors visited Curtis Liquors and spent a half hour placing stickers throughout the store on over 800 cases of beer and seltzer. This was Cohasset Youth Ambassadors 3rd holiday season Sticker Shock campaign. Many thanks to Curtis Liquors for continuing to promote and sponsor community awareness.



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