



Press Release

City of Redondo Beach
Public Information Office

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8-2-05

FOR IMMEDIATE RELEASE

PRESS RELEASE # 000

Subject : The Department of Alcoholic Beverage Control has awarded a grant in the amount of \$28,560 to the City of Redondo Beach.

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The Department of Alcoholic Beverage Control has awarded a grant in the amount of \$28,560 to the City of Redondo Beach for the period of July 1, 2005 – June 30, 2006. The funds will expand the Redondo Beach Police Department's ability to enforce alcoholic beverage control laws that reduce underage drinking through enforcement and educational programs.

The grant will fund operations in which Redondo Beach Police Department personnel will perform special enforcement activities related to alcohol sales violations. The types of operations that will be conducted in accordance with the grant will include minor decoy operations where minor decoys from ABC and local sources will attempt to purchase alcohol from stores. Police officers will conduct "shoulder tap" operations where minor decoys will solicit other adult customers to purchase alcohol for them. The Police Department will sponsor Licensee Education on Alcohol and Drugs (L.E.A.D.) training which provides training to employees of licensed establishments on the legal, safe and responsible serving of alcohol. Officers will perform IMPACT inspections (Informed Merchants Preventing Alcohol-Related Crime Tendencies) of local establishments to ensure compliance with state and local laws. These enforcement activities will enhance the safety of the City of Redondo Beach by assuring compliance with underage drinking laws.

The Police Department is asking ABC licensed establishments to help in reducing the number of unnecessary and preventable tragedies attributed to alcohol abuse by minors. We ask that owners and managers discuss applicable regulations with their employees and call the Police Department should they desire information regarding employee training.