



Press Release

City of Redondo Beach
Public Information Office

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FOR IMMEDIATE RELEASE

PRESS RELEASE # 000

Subject : Redondo Beach Police and Department of Alcoholic Beverage Control conduct a series of Minor Decoy Operations that result in the issuance of fourteen citations.

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Redondo Beach Police conducted a series of Minor Decoy operations in the City of Redondo Beach on Wednesday, March 29, 2006 and Saturday, April 1, 2006. The operations were part of a series of monthly operations being conducted in accordance with a Department of Alcoholic Beverage Control grant that was awarded to the City of Redondo Beach. The purpose of the grant is to reduce underage drinking through enforcement and educational programs.

These operations were the largest scale operations conducted since the grant was obtained by the city of Redondo Beach in July, 2005. A total of thirty-nine different establishments were visited during the operations. Multiple minor decoys attempted to purchase alcohol from a total of twenty different on-sale establishments and nineteen different off sale establishments in Redondo Beach. Ten of the on-sale locations and three of the off-sale locations completed the sale. Minor decoys also solicited thirty-eight adults to purchase to alcohol. One adult took money from the minor, purchased alcohol and provided the alcohol to the minor. Redondo Beach Police cited a total of fourteen adults related to the violations.

One out of every three establishments visited during these operations sold alcohol to the minor decoys. Based upon the high non-compliance rate, additional large scale operations will be conducted in the future.

Redondo Beach Police Officers have coordinated three training sessions with ABC, over the past nine months, for the employees of establishments that serve alcohol. The training addresses laws associated with alcohol sales as well as guidelines for the responsible serving of alcohol. Any establishment interested in attending future training is encouraged to contact ABC at (562) 860-4890 to inquire about LEAD training.