



I. **DATE OF PRESS RELEASE:** March 1, 2012

II. **ANNOUNCEMENT:** Decoy Program

The Livermore Police Department will be conducting undercover decoy programs between now and April of 2012. Decoy programs are aimed at stopping the sale of alcoholic beverages to minors by businesses licensed to sell alcoholic beverages in the City of Livermore.

A youthful appearing minor will be under constant supervision of a police officer as he or she attempts to purchase alcohol from licensed businesses. If the minor is successful in purchasing an alcoholic beverage, the person selling the alcoholic beverage will be cited to appear in court. In addition, administrative action may be taken against any business or businesses that sell alcohol to a minor decoy

We are asking businesses to remind their employees to check identifications carefully and conduct lawful sales of alcoholic beverages in order to avoid being prosecuted for selling alcohol to minors. If anyone has questions about the decoy program, or if an establishment is in need of further training or education on the sales of alcohol to minors please feel free to contact the Livermore Police Department.

The success of the program is measured by how many employees refuse to sell to the decoy, not by how many sales are made. We look forward to a successful program where no alcohol is sold to a decoy.

III. **CONTACT PERSON:** Detective John Reynolds
PHONE NUMBER: (925) 371- 4900