



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board to participate in 2016 Pennsylvania Farm Show

Bureau of Alcohol Education will distribute materials, talk with show attendees

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) will have a presence at one of the biggest events in the commonwealth and the largest indoor agricultural event in the country – the 100th Pennsylvania Farm Show.

From Saturday, Jan. 9 through Saturday, Jan. 16, the Office of Regulatory Affairs, Bureau of Alcohol Education will staff a booth in the Main Hall (where the famous butter sculpture is featured) of the Farm Show Complex and Expo Center in Harrisburg.

“The PLCB is constantly looking for ways to reach people – especially young people – to educate them about the risks of underage and dangerous drinking, and we know the Pennsylvania Farm Show will be an excellent opportunity to do just that,” said Chairman Tim Holden. “Hundreds of thousands of people will attend the farm show, and we hope many of them will stop by our booth, pick up some of our free materials and talk with our staff.”

Reducing and preventing dangerous and underage use of alcohol is an integral part of the PLCB's mission. The PLCB Bureau of Alcohol Education partners with schools, community groups, licensees and others to educate consumers about responsible and moderate alcohol consumption.

The PLCB booth will be staffed from 9:00 AM to 9:00 PM Saturday, Jan. 9, through Friday, Jan. 15. On Saturday, Jan. 16, the PLCB booth will be staffed from 9:00 AM to 5:00 PM. The booth will feature educational materials for parents and educators, along with coloring pages and posters for children.

The PLCB works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Alcohol education programs include a poster contest for students in kindergarten through 12th grade, a free annual alcohol education conference, the creation and distribution of a wide range of educational materials, and training and technical assistance for organizations working to address issues related to irresponsible consumption.

In addition, the PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. Taxes and store profits – totaling more than \$14.5 billion since the agency's inception – are returned to Pennsylvania's General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies and local

municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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