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County Executive



FOR IMMEDIATE RELEASE

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**WAUKESHA COUNTY DRUG FREE COMMUNITIES
LAUNCHES MENOMONEE FALLS C.A.R.E.S. PROGRAM**

WAUKESHA, Wis. – Waukesha County Drug Free Communities (DFC) announces the expansion of its Community Alcohol Resources for Establishments and Servers (C.A.R.E.S.) Program, currently available in the City of Waukesha, to the Village of Menomonee Falls. The Menomonee Falls C.A.R.E.S. program is possible in cooperation with the Village of Menomonee Falls Police Department, the Menomonee Falls Chamber of Commerce and Froedtert Health Community Memorial Hospital.

The program is free to participants and designed to recognize and support local establishments who are actively working to prevent underage drinking and encourage healthy drinking habits among adults. Alcohol licensed establishments in the Village of Menomonee Falls can join the program by filling out an application form agreeing to check identification when selling alcohol, refusing to sell alcohol to anyone under 21 or to an intoxicated customer, and participate in Responsible Alcohol Server Training. Businesses joining the C.A.R.E.S. program will receive educational material to promote serving and selling policies and practices, free Responsible Alcohol Server Training and community-wide promotion by Waukesha County DFC.

“The Menomonee Falls Police Department is dedicated to educating and protecting our youth,” said Menomonee Falls Police Chief Anna Ruzinski. “Having a program that allows us to be proactive with the Chamber, Community Memorial Hospital, and Drug Free Communities in working together to deter underage drinking, and promote responsible drinking is a winning program for the community.”

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“Drug Free Communities Launches Menomonee Falls C.A.R.E.S. Program,” continued ...

Toni Gumina Yates, Executive Director of the Menomonee Falls Chamber of Commerce, Inc., said the Chamber is proud to partner with Drug Free Communities, the Menomonee Falls Police Department and Community Memorial Hospital on this project.

“This worthwhile effort, designed to assist our area establishments in decreasing underage drinking, will enhance the current diligent efforts being put forth by these establishments and highlight the caring and responsible nature of the residents and business owners of our great Village,” she said.

The Waukesha C.A.R.E.S. program, which launched in May of 2012, has trained over 50 bartenders, servers and retailers on responsible beverage service practices and currently has 10 members. The members of the Waukesha C.A.R.E.S. Program include: Taylor’s People’s Park, Sprizzo Gallery Caffe’, Panos Fruit Market, Nice Ash Cigar Bar, Mia’s Italian Restaurant, Generations at 5 Points and Key Westconsin.

For more information on the program, please visit www.waukeshacounty.gov/dfc. Businesses interested in joining the Waukesha C.A.R.E.S. program should contact Waukesha County DFC by calling (262) 896-8263 or emailing DrugFreeCommunities@waukeshacounty.gov.

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