

Urbandale Police Department

Media Release

Effective: 09-18-09

Cancel: 09-21-09

Topic: Public Service Announcement – Alcohol Compliance Checks

During September the Urbandale Police Department will be conducting alcohol compliance checks of local area retailers. Under the supervision of law enforcement officers, underage customers will enter establishments and attempt to buy alcohol. Employees who make the illegal sale will be issued a citation. The cost of providing or selling alcohol to a minor is \$735.00. Businesses are also subject to civil penalties, including fines and/or licensing restrictions.

Issuing citations, however, is not the goal of this program. The intent of this project is to educate employees about Iowa's alcohol laws, maintain a compliant retail environment within our community, and keep alcohol out of the hands of individuals under the age of 21.

The Urbandale Police Department will also be hosting a TIPS (Training for Intervention Procedures) training session for area retailers. TIPS is a skills based training program that is designed to prevent intoxication, underage drinking, and drunk driving. The cost of this program is \$17 per person. Affirmative defense TIPS training provides immediate potential benefits, such as reduced exposure to alcohol liability lawsuits, lower insurance premiums, and improved customer service and satisfactions.

For more information contact Officer Jansen or Officer Jorgensen with the Urbandale Police Department at 515-331-6800.

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