



# State of New Mexico

## Office of the Governor

**Bill Richardson**  
Governor

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### **First Lady Barbara Richardson Secures \$5,000 Grant to Help with MADD/DOH Anti-DWI Effort**

*“Sticker Shock” Program Reminds Adults not to Serve Alcohol to Minors*

SANTA FE – First Lady Barbara Richardson was recently notified by the *Leadership to Keep Children Alcohol Free* national organization that her request for a \$5,000 grant to help expand New Mexico’s successful “Sticker Shock” program has been approved. This funding will be used by Mothers Against Drunk Driving (MADD) to help expand the program across New Mexico.

New Mexico is one of only three states and territories to receive the funding, joining Maine and American Samoa.

“This award is a recognition of everything we are doing to fight drunk driving in New Mexico,” said First Lady Barbara Richardson. “The Sticker Shock program works in concert with our other efforts – including ignition interlocks, lower blood alcohol limits and increased penalties – to comprehensively tackle the problem of DWI.”

The Sticker Shock program is designed to educate those over 21 about laws prohibiting adults from providing alcohol to minors. In particular, this program publicizes the statute pushed for and approved by Governor Richardson that made the provision or sale of alcohol to minors a fourth degree felony punishable by up to a \$5,000 fine and 18 months in jail. As a part of this program, youth -- with adult supervision and store manager’s approval -- place stickers on alcoholic beverage packaging alerting consumers to the law.

MADD has implemented the program over the last two years. It is currently in Raleys supermarkets in the Albuquerque area. With this funding, MADD and the New Mexico Department of Health (DOH) will work to expand it statewide.

*Leadership to Keep Children Alcohol Free*, a unique coalition of Governors' spouses, Federal agencies, and public and private organizations, is an initiative to prevent the use of alcohol by children ages 9 to 15. It is the only national effort that focuses on alcohol use in this age group. The initiative was founded by The National Institute on Alcohol Abuse and Alcoholism and The Robert Wood Johnson Foundation.