



DRAFT NEWS ADVISORY

December 14, 2000

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Massive rally at border to call on policy makers to mandate sufficient enforcement to reduce problems caused by cross-border drinking

WHAT: Over 70 parents and youth from across San Diego County join will together on the first night of winter school break at the San Ysidro/Tijuana border to support policy recommendations presented by the Binational Policy Council. These recommendations include: establishing a ticketing process, similar to a curfew violation, for minors trying to enter Mexico; increased enforcement of zero tolerance laws; increased proactive police intervention with intoxicated pedestrians; increased DUI checkpoints and roving DUI patrols in the Border Safety Zone; expansion of regional law enforcement partnerships to address this county-wide problem.

WHEN: **Friday, December 15, 2000 from 9 – 11:15 p.m.** Spokespersons from through out San Diego County will be available for interviews
(Note) This is a concurrent, collaborative activity with the High Intensity Prevention Zone (see accompanying Advisory, “SOUTH BAY and BORDER CROSSING TARGET...”

WHERE: San Ysidro Port of Entry – Southbound pedestrian entrance

WHY:

- Cross-border drinking is a huge problem that impacts the entire county - Zip Code data available on site
- 6-10 thousand revelers return from Mexico between midnight and 5:00 a.m.
- Alcohol related problems increase at the border during the holidays
- Parents are calling for stronger regional support by law enforcement agencies throughout the county
- Drunk driving is the #1 killer of our youth and approximately 50% of cross-border drinkers are under 21

WHO: Spokespersons

- Jovita Hurtado, Partners in Prevention, (619) 222-1714
- Melissa Del Rio, SAY San Diego, (858) 974-3603 x235
- Jill Galante, Mental Health Systems, (619) 884-2850 (cell)
- Jesse Price, Marine Corps Recruit Depot, (619) 524-4793
- Marti Hess, YMCA - Peninsula, (619) 543-9850
- Marci Gielczyk, Natural Resources Inland North County – (760) 803-9680
- Youth spokespersons

VISUALS:

- Participants will be wearing matching logo t-shirts and carrying large signs identifying the area of San Diego County they are representing.

Organizations participating in border rally, December 15, 2000

1. Peninsula Communities Collaborative
2. Point Loma PTA
3. Point Loma High School Students
4. North County Prevention Coalition – Regional
5. Mira Mesa Collaborative
6. Beach Pride Coalition – Pacific Beach
7. North Clairemont Collaborative
8. Center for Community Solutions
9. Safety Wellness Advisory Coalition – (SWAC) – Poway
10. Mid-City for Youth
11. Tri-Cities Prevention Collaborative – East San Diego
12. Communities Against Substance Abuse – El Cajon
13. Vista High School
14. Club Live – SDCOE – San Diego
15. Friday Night Live – Montgomery High School
16. South Bay Partnership for Prevention