

# News Release

---

**For Immediate Release**  
Apr. 9, 2021

**Contact:** [Michael Gravely](#)  
614-466-7740

## **Ohio Liquor (OHLQ) Reinforces Commitment to Responsible Drinking** Social Media Campaign Targets April's Alcohol Awareness Month

(COLUMBUS, Ohio) — April is Alcohol Awareness Month, and Ohio Liquor (OHLQ), the partnership between the Ohio Department of Commerce's Division of Liquor Control (DOLC) and JobsOhio Beverage System (JOBS), is encouraging Ohioans to "Raise a glass. Responsibly." through a month-long outreach campaign.

Content and resources for this campaign were gathered from the various agencies including the [Ohio Department of Mental Health & Addiction Services \(OhioMHAS\)](#).

All April, the [Ohio Liquor Facebook page](#) will address alcohol awareness in a positive and productive light by sharing educational resources, promoting mindful consumption and offering non-alcoholic alternatives to many popular cocktails.

"We have a responsibility to keep all Ohioans safe. While we permit and license businesses that sell alcohol, we are also responsible for educating them on the dangers of alcohol and overconsumption," said Ohio Department of Commerce Director Sheryl Maxfield.

OHLQ continues to put social responsibility at the forefront of the conversation in the current edition of the quarterly [Forty-Two+ magazine](#), available at all agency stores and also available online. DOLC also conducts regular alcohol server trainings to ensure permit holders are consistently equipped with the education to ensure alcohol is not sold to anyone who is intoxicated or under the age of 21.

Overconsumption of alcohol can lead to potentially serious health complications and interfere with all areas of life, including work, school, and relationships. For many [struggling with alcoholism](#), denial is a common trait.

"Ohio Liquor is committed to social responsibility. This commitment is our license to operate," said Lorraine Terry, managing director, JobsOhio Beverage System. "We are mindful of our obligation to balance our purpose of the sale of liquor while caring for and supporting Ohioans to enjoy our products responsibly."

People can often underestimate the amount they drink and even refuse to admit they may have a problem. Denial is also common among friends and family members who are uncomfortable acknowledging the gravity of the situation.

With warmer weather ahead and as we enter prom, graduation, and cookout season, this time of year creates a great opportunity for parents to have conversations with their kids about making safe and smart decisions about alcohol. Kids are influenced by so much these days - friends, teachers, celebrities, pop culture - yet parents are the leading influence on their relationship with alcohol.



# News Release

---

In fact, [Responsibility.org](https://responsibility.org) reported that throughout the last 10 years, 62% more kids reported talking to their parents about underage drinking. Kids also had these important conversations with educators, counselors and other adults.

For additional resources about safe alcohol consumption, including conversation starters and educational programs, visit [rethinkingdrinking.niaaa.nih.gov](https://rethinkingdrinking.niaaa.nih.gov)

OMHAS helps you find the assistance you need through a list of provider agencies in the state. To find an appropriate treatment provider near you visit: <https://findtreatment.gov/> or [www.TakeChargeOhio.org/GetHelp](http://www.TakeChargeOhio.org/GetHelp).

If you or someone you know needs has an addiction or needs help, contact the Ohio Careline at 1-800-720-9616 or text the Ohio Crisis Text Line (keyword 4HOPE to 741741).

###

## **About Ohio Liquor (OHLQ)**

*Ohio Liquor is a partnership between the Ohio Division of Liquor Control and JobsOhio Beverage System (JOBS). JOBS owns the spirituous liquor product (intoxicating liquor containing more than 21 percent alcohol by volume) in Ohio for retail and wholesale sales. The division manages wholesale and retail operations for the sale of spirituous liquor in Ohio. OHLQ Locations are private businesses which own and operate retail outlets and sell spirituous liquor products on consignment. Profits from spirituous liquor provide dedicated funding for [JobsOhio's](https://jobs.ohio.gov/) economic development efforts. To learn more, visit [www.OHLQ.com](http://www.OHLQ.com)*

*The **Division of Liquor Control** is part of the Ohio Department of Commerce. The department is Ohio's chief regulatory agency, focused on promoting prosperity and protecting what matters most to Ohioans. We ensure businesses follow the laws that help them create jobs and keep Ohioans safe. To learn more about what we do, visit our website at [com.ohio.gov](http://com.ohio.gov).*