EL SEGUNDO POLICE DEPARTMENT

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Press Release

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El Segundo Police Conduct Minor Decoy Operation

The El Segundo Police Department cited three store clerks for selling alcohol to a minor on Friday, March 1, 2013. The enforcement actions were the result of a Minor Decoy Operation conducted by detectives and officers, along with a minor under the age of 21, who was directly supervised by plain clothes law enforcement officers. The minor decoy posed as a prospective customer and attempted to purchase alcohol from 17 liquor establishments in El Segundo.

Retail licensees that sell to a minor may face a minimum fine of $250 and/or 24 to 32 hours of community service for the first violation. A further review by the Department of Alcoholic Beverage Control (ABC), who is responsible for the licensing, regulatory, and enforcement of alcoholic beverages, will take administrative action against the alcoholic beverage license of the business.

The El Segundo Police Department regularly conducts compliance checks in an effort to reduce the availability of alcohol to minors. According to the American Medical Association, underage drinking is a factor in nearly half of all teen automobile crashes, the leading cause of death among teenagers.

During this recent enforcement detail, the following locations sold alcohol to a minor and the clerk was issued a citation:

- 7–Eleven, 100 W. Imperial Ave.
- Walgreens, 331 N. Sepulveda Blvd.
- Hometown Market, 601 Virginia St.

The following locations complied with the law and did not sell alcohol to the minor decoy:

- Hollymain Liquor, 404 Main St.
- Village Liquor, 506 Center St.
- Rite Aid, 220 E. Grand Ave.
- Chevron Gas Station, 601 Vista Del Mar
- Chevron Gas Station, 101 S. Sepulveda Blvd.
- Whole Foods Market, 760 S. Sepulveda Blvd.
- Circle K, 765 N. Sepulveda Blvd.
- Leonard's Liquor, 630 N. Sepulveda.
- Cost Plus World Market, 760 S. Sepulveda Blvd.
- Ralphs, 500 N. Sepulveda Blvd.
- Hacienda Hotel, 525 N. Sepulveda Blvd.
- Embassy Suites Dining, 1440 E. Imperial Ave.
- Hank's Pizza, 202 E. Imperial Ave.
- 7-Eleven, 601 N. Sepulveda Blvd.

The El Segundo Police Department greatly appreciates those businesses that took the appropriate measures to deter underage drinking, and their efforts to combat this trend is highly commended.

This project is part of the Department of Alcoholic Beverage Control's Minor Decoy / Shoulder Tap Grant Project, funded by the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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