



News Alert

Northeast Community Challenge Coalition

Alcoholic Energy Drinks

These alcoholic energy drinks are appealing to underage youth with claims about the stimulating properties and tasteful flavors. Alcoholic beverage manufacturers have taken advantage of the youth appeal to these products with campaigns and heavy advertisements; however, they do not mention the possible severe consequences of mixing stimulants with depressants. Emergency room visits are on the rise among children for alcohol poisoning, partly due to this mixture. The caffeine and other stimulants in these products allow the consumer to drink more without experiencing the negative effects from the alcohol which, among many potential health risks, may also cause the person to feel okay enough to get behind the wheel. The Attorney General stated, "We believe that alcoholic energy drinks constitute a serious health and safety risk for America's youth".



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