

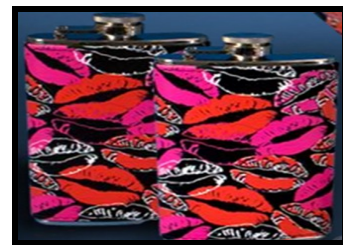


# News Alert

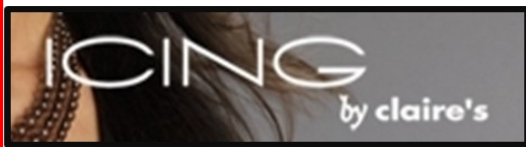
## Northeast Community Challenge Coalition

### Is Claire's Glamorizing Underage Drinking? Alluring Beaded Flasks on the Market Targets Young Girls.

Should we be concerned that a local retail store for young girls, *Icing by Claire's*, is now offering Flasks to their target audience? These flasks, accompanied by a shot glass key chain, are decorated with beautiful beads and charms and designed to hold 5 oz of liquor.



National and Local Prevention Advocates are concerned about the message portrayed by this product offering. The Flask glamorizes



alcohol consumption and encourages underage drinking among its target audience. If these designs couldn't possibly appeal to anyone over 21, then for whom are they truly intended?

Although *Icing by Claire's* is a chain store supposedly targeting the "older sister" of Claire's market, ages 23 and above, we are aware that "tweens" are consistently striving to appear more grown up, and in search of the latest style or trend. "Tweens" shop at the store and *Icing by Claire's* is taking advantage of this young audience. The promotion of this bedazzled flask presents a perception to our youth that underage consumption is glamorous.

**This type of influence works in opposition to the efforts that we as a Community Coalition strive to put into place for promoting ♦ Healthy Communities and Healthy Youth ♦**

### What Can You Do

You are encouraged to contact Claire's corporate offices and voice your concern with their harmful marketing. You can contact them by visiting their website or contacting them by email at [customerservice@claires.com](mailto:customerservice@claires.com)

In response to the controversy, on January 26, 2009, Claire's announced that it would put up a flier by the cash register stating "the responsible consumption of alcohol by customers who are of legal drinking age". **Will this suffice?**

Please continue all efforts to educate Claire's Corporate Office.

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