



Mendocino County Health and Human Services Agency

"Healthy People, Healthy Communities"

Stacey Cryer ♦ Interim Director

Susan Era ♦ Interim Assistant Director



Community Health Services (Public Health Branch)

1120 S. Dora Street, Ukiah, CA 95482

(707) 472-2700 (main office)

(707) 472-2777 (Administration)

Date: 7/26/10

FOR IMMEDIATE RELEASE

Contact: Meredyth Reinhard, Sr. Program Specialist

Mendocino County Health and Human Services

Phone: 707-472-2614

Email: reinharm@co.mendocino.ca.us

Press Release

2010 Responsible Alcohol Merchant Awards (RAMA) – Ukiah

Mendocino County Health & Human Services, Community Health Services, Prevention and Planning Unit and the Mendocino County Sheriff's Department are proud to announce the winners of the 2010 Responsible Alcohol Merchant Awards (RAMA) program. RAMA recognizes alcohol merchants who are actively involved in promoting a positive, healthy community by restricting youth access to alcohol. The RAMA program is based on a youth-adult partnership model – local youth are trained to assess and interview merchants that choose to participate in the program. RAMA allows local youth to recognize alcohol merchants who are exemplary in preventing alcohol sales to minors by being compliant with mandatory beverage control regulations, and by having excellent management policies and employee training programs.

The 2010 Ukiah RAMA winners are: Southside Store and Westside Renaissance Market. Both merchants were awarded a Responsible Alcohol Merchant Award certification and plaque.

###