

**Media Statement**

For Immediate Release

March 12, 2015

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## **CAMY Statement on Powdered Alcohol**

*“Statement from David H. Jernigan PhD, Director of the Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health”*

**Baltimore, MD** – “The decision by federal regulators to approve the sale of powdered alcohol is disappointing. Based on our experience with jello shots, alcoholic energy drinks and other “cutting edge” alcohol products, we anticipate that allowing powdered alcohol onto the market will have grave consequences for our nation’s young people. Youth is a time of risk-taking and experimentation, and these types of products have proven most popular among the heaviest drinking and more risk-prone youth. Powdered alcohol is also highly concealable, making it all too easy for youth to access and consume. Currently 4,300 young people under age 21 die each year from alcohol-related causes. Our efforts should be focused on making alcoholic products less, not more, available to our nation's youth.”

[Powdered Alcohol Fact Sheet](#)