



NEWS RELEASE

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Ventura PD teams up with the Department of Alcoholic Beverage Control to provide free LEAD training

Educating service industry employees on selling alcohol responsibly

Ventura, CA. – The Ventura Police Department has teamed up with the California Department of Alcoholic Beverage Control (ABC) to provide free, voluntary training for all Ventura ABC off-sale licensed businesses and their employees. The training sessions will be hosted on Thursday, May 4, 2023.

ABC Licensee Education on Alcohol and Drugs (LEAD) training program educates convenience store, liquor store, and gas station owners and employees on the laws involving the sale of alcoholic beverages.

“We’re pleased that ABC can offer this service to businesses in our community,” said Police Chief Darin Schindler. “When alcohol is sold legally and safely, it can reduce underage drinking and increase public safety.”

Off-sale licensed businesses and their employees can also register for online training at www.ABC.ca.gov/Education.

LEAD training provides practical information on selling alcoholic beverages safely, responsibly, and legally; as well as preventing sales to minors and people who are already intoxicated. It also offers guidance on addressing illicit drug activity at the licensed establishment.

“ABC’s free and effective LEAD program has educated thousands of licensees on alcoholic beverage laws,” said ABC Director Eric Hirata. “The program not only helps businesses understand their legal responsibilities, but also provides them with the tools to act appropriately with their licensing privileges and build a safer community.”

Funding for this program was provided by a grant from ABC through the Alcohol Policing Partnership (APP) program.

For additional information, contact Alcohol Enforcement Officer Tyler Buck, at tbuck@cityofventura.ca.gov.

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