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Coalition event celebrates successes, recognizes leaders

AMHERST, Mass. – For a community weary of negative stories about college drinking, the news being shared by the Campus and Community Coalition to Reduce High-Risk Drinking (CCC) at an upcoming event will offer a welcome change.

The culture of student drinking is shifting, according to findings being presented at a reception and awards ceremony, Friday, Dec. 7, 3:30 – 5 p.m. at the Marriott Center, on the 11th floor of the UMass Amherst Campus Center.

University, state and local dignitaries will be on hand as the CCC celebrates shared successes, debuts its new visual identity and website, and recognizes outstanding contributions to its mission.

CCC co-chair Martha Nelson Patrick, UMass Amherst's Director of Community Relations, will offer a welcome and overview of the group's efforts. The positive impact of the CCC and related programs will be highlighted in a presentation by co-chair Sally A. Linowski, Ph.D., of the Center for Alcohol and other Drug Abuse Prevention at University Health Services.

Remarks by Chancellor Thomas W. Cole, Jr. will be followed by the inaugural presentation of the group's Lamplighter Awards, honoring groups and individuals for their leadership and support. This year's recipients are Captain Michael R. Kent, of the Amherst Police Department; the Town of Hadley; UMass Transit Services; and the university's Advancement Communications office.

Formed in 2004, the CCC is a diverse group of leaders from UMass Amherst and the community who've come together to make a difference. Using environmental management strategies, the CCC works to change aspects of culture which promote, support or allow dangerous drinking.

For more information, call (413) 545-2574 or visit www.umass.edu/ccc.

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INTERVIEW OPPORTUNITIES:

- Sally A. Linowski, Ph.D., CCC co-chair
- Martha Nelson Patrick, CCC co-chair