



Proclamation

OFFICE OF THE
MAYOR
CITY OF SAN LUIS

POWERTALK 21 DAY
April 21, 2025

WHEREAS, the City of San Luis, Arizona, recognizes the importance of parents talking with their teens about alcohol in order to reduce the risks and dangers posed to teen and communities; and

WHEREAS, high school students who use alcohol or other substances are five times more likely to drop out of school or believe good grades are not important; and

WHEREAS, 23% of middle school students try alcohol before graduating from 8th grade, significantly increasing the risk that they will develop alcohol problems later in life; and

WHEREAS, teen alcohol use kills 6,000 people each year, more than all other illegal drugs combined; and

WHEREAS, the majority of kids say their parents are their primary influence when it comes to decisions about drinking alcohol; and

WHEREAS, PowerTalk 21 Day, started by Mothers Against Drunk Driving (MADD) in 2011, is established on April 21, 2015, to encourage parents and caregivers to embrace their important role in influencing America's youth and their decisions about drinking alcohol; and

WHEREAS, in 2023, MAAD encourages parents to use PowerTalk 21, as part of the power of Parents Program to create a sustained and prolonged conversations about underage drinking and other drugs among middle school and high school students; and

WHEREAS, to equip parents to talk with their teens about alcohol, MADD Arizona invites all parents to go to www.madd.org/the-solution/power-of-parents for a free download of the Power of Parents handbooks giving parents the tools to effectively talk to their children about alcohol and other drugs to protect them; and

WHEREAS, I urge all citizens to join in the local and national efforts to raise awareness of the importance of parents and teen talking together about alcohol to reduce the risks and dangers posed to teens and communities; and

NOW, THEREFORE, BE IT RESOLVED, that, I, Nieves Riedel, Mayor of the City of San Luis, do hereby proclaim April 21, 2025, as **"PowerTalk 21 Day"**, in the City of San Luis, Arizona.

DATED this 9th day of April 2025.

Nieves Riedel, Mayor

ATTEST:

Sonia Cornelio, City Clerk