

Parents need warning about packaged gelatin shots

There's always something new going on. I want to encourage everyone to read the following article by Donna Leinwand, published in the July 3, 2002, issue of USA Today, and email your opinion to me at crisl@st-tel.net:

"Parents warned about 24-proof gelatin"

"There's a new front in the fight to keep alcohol away from kids: school lunch boxes.

"A national anti-drug coalition is alerting parents about the rising popularity of Zippers, which are packaged cups of fruity-flavored gelatin and alcohol.

Zippers are being marketed by a small Ohio company as the first commercially produced version of 'Jell-O shots,' the sweet, chilled concoctions that have long been a staple at beach bars and college parties.



cris lovington

• prevention center

"But Zippers, with their bright colors and cheery labels, also look like the gelatin dessert packs that thousands of youths take to school each day.

"And some drug-prevention officials are hearing complaints from parents and school administrators that Zippers could make it too easy for youths to sneak alcohol into school.

"Zippers may be dangerous because they come packaged in containers that look like any other snack pack or after-school snack a

coalition added that 'Zippers are being marketed in ways that appeal to an underage audience.'

"Burt Brooks rejects the notion that the Toledo, Ohio, company that he started with several friends is marketing its products to kids. Zippers, he says, are aimed at the adult group that is most likely to enjoy sweet, alcoholic drinks: 24- to 44-year-old women who like 'entertaining, nights out with friends (and) fun with no regrets.'

"Brooks also notes that Zippers' packaging is clearly marked with a

government alcohol warning and a picture of a baby with a red slash through it, indicating that the product isn't for kids.

"We went above and beyond what the states and federal government require,' Brooks says. His 4-year-old company, BPNC Inc., from the initials of founders Brian Pearson and Nick Costanzo, projects \$2 million in sales this year.

"If you leave a rum and Coke on your table, a kid will drink that and mistake it for a Coke just like they might mistake our product for (regular) Jell-O,' he says. 'You have to supervise your children.'

"Zippers, which unlike regular gelatin snack packs require refrigeration, are sold in bars, liquor stores and groceries in 26 states. There is a cherry-flavored version called Rum Rush, a bourbon-and-

lime one known as Whiskey Drop, an orange one called Vodka Splash and a lemon one with grain spirits called Tijuana Tease.

"Eight-packs retail for \$6.99 to \$9.99, depending on the market and local taxes. Each gelatin cup contains 12 percent alcohol and has about the same potency as a glass of wine.

"Hope Taft, the wife of Ohio Gov. Bob Taft, is among those speaking out against Zippers.

"She says parents in her state have been calling a drug-prevention resource center in Cincinnati about Zippers. 'Products like these and wine coolers ... cause us great concern because they are very appealing to young people,' says Taft, the mother of a college senior. 'They all have colorful, creative labeling and catchy names. The packaging is sort of disguised.'

"Lily Heil, 12, a seventh-grade student from McLean, Va., agrees that kids at school could easily pass off Zippers as regular gelatin snack packs.

"Once you rip off the lid that says it has alcohol,' she says, 'it looks just like Jell-O.'

Meanwhile, Zippers seem to be a hit among some bar owners.

"I have five people at least on a busy night doing nothing but selling these things,' says Gingi Bakri, who owns Cotton Eyed Joes, a 30,000 square-foot country music bar in Knoxville, Tenn. He says he sells about 10,000 Zippers a month at his bar for \$2 or \$3 each.

"The profit margin on these things is unbelievable,' says Bakri, who buys Zippers wholesale. 'You get a good-looking girl or guy selling these things, and everyone wants to try it.'"

Veterans of Foreign Wars auxiliary meets, elects officers for coming year

The Ladies Auxiliary to Veterans of Foreign Wars Lowell Coleman Post 1133 met in regular session on April 22; 10 members were present. Senior Vice President Brenda Frankenfeld presided.

A report from the district meeting, held in Goodland on April 18, was presented. The Auxiliary received awards for rehabilitation, membership, publicity and Buddy Poppy.

The hospital at Leavenworth is collecting the following items: soap, toilettes, shaving cream, shampoo, new socks and underwear. Items may be brought to the Post home and will be sent to the hospital,

The banquet committee will be serving a lunch on Saturday, April 24, for the Carnegie Arts Council as part of the WWII Poster exhibit. They will serve lunch on May 1, for

a Bane auction. Pies are needed for this sale.

May is a busy month for veterans. The Vietnam Moving Wall will be in Oakley May 11-16; the motorcycle "Run for the Wall" group will be going through Goodland on Sunday, May 23, and stopping in Oakley for lunch.

The Goodland, Oakley, Colby and Grinnell Posts and Auxiliaries furnish the lunch for the riders.

The Auxiliary will bake rolls on May 4, for the High School Achievement Breakfast on May 5. Four Scholarships will be given to children or grandchildren at Goodland High School graduation. The Auxiliary donates the flag used for the AFS flag exchange at graduation

The Auxiliary will place flags on Auxiliary member graves on Friday, May 28. The Post and Auxil-

iary will place flags on Memorial Day at 6:00 a.m. They will also be in charge of Memorial Day services at the Brewster Cemetery at 8:30 a.m.; at the Goodland cemetery at 10 a.m. and at Kanorado at 11 a.m.

Members are reminded to ask their legislators to support Senate Bill 50, Veterans Health Care Funding. The charter was draped in memory of Evelyn Emig.

Officers were elected for the up-

coming year and will be installed at the May 27 meeting. President will be Brenda Frankenfeld; Sr. Vice President, Charlene Fenner; Jr. Vice President, Dorothy Fairbanks; Treasurer, Iris Scheopner; Chaplain, Tess Luckert; Conductress, Rita Erickson; Guard, Carmelita Clark; Three-year trustee, Jo Ann Wahrman; two-year trustee, Barb Whisler, one-year trustee, Marilyn Colby.

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