



FOR IMMEDIATE RELEASE
May 14, 2024

The South Gate Police Department and ABC Offer Free LEAD Training *The training educates alcoholic beverage industry members and employees about selling alcohol responsibly*

Bell Gardens, Ca – The Bell Gardens Police Department and the South Gate Police Department have teamed up with the California Department of Alcoholic Beverage Control (ABC) to provide free and voluntary training sessions on May 21, 2024 for all ABC off-sale licensed businesses and their employees in Bell Gardens. ABC's [Licensee Education on Alcohol and Drugs \(LEAD\)](#) training program educates off-sale licensed businesses, such as convenience stores, liquor stores, and gas stations on laws involving the sale of alcoholic beverages.

Training sessions will be held on May 21, 2024 in English at 10:00am and in Spanish at 1:00pm. Location of training session is in Ross Hall at Veterans Park, 6662 Loveland St., Bell Gardens, CA 90201

The curriculum is designed for licensees, managers, and employees. The training provides practical information on selling alcoholic beverages safely, responsibly, and legally; as well as preventing sales to minors and people who are obviously intoxicated. The training also offers guidance on dealing with illicit drug activity at the licensed establishment.

"We're pleased that ABC can offer this service to businesses in our community," said Chief of Police, Darren Arakawa. "When alcohol is sold legally and safely, it can reduce underage drinking and increase public safety."

ABC believes this type of training not only helps businesses better understand their responsibilities, but also provides them with the necessary tools and knowledge they need to contribute by making their communities safer.

"ABC's free and effective LEAD program has educated thousands of licensees on alcoholic beverage laws, and how to operate a safe business," said ABC Director Joe McCullough. "The program not only helps businesses understand their legal responsibilities, but also provides them with the tools to act appropriately with their licensing privileges."

ABC off-sale licensed businesses and their employees who are interested in attending the training program can sign up at <https://www.abc.ca.gov>. Licensees and employees can also [register for online LEAD training](#).

Funding for this program was provided by a grant from ABC through the department's [Alcohol Policing Partnership \(APP\) program](#).

About the Department of Alcoholic Beverage Control

The Department of Alcoholic Beverage Control (ABC) is an agency of the government of the state of California charged with the regulation of alcoholic beverages. ABC's mission is to provide the highest level of service and public safety to the people of California through licensing, education, and enforcement. ABC is a department of the Business, Consumer Services, and Housing Agency.