



PRESS RELEASE

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Tobacco Purchase Enforcement

On March 28, 2014, Officers from the Pleasanton Police Department, in cooperation with the Alameda County Public Health Department, conducted a decoy operation targeting the sales of tobacco products to persons under 18 years of age. The City of Pleasanton currently has 44 establishments selling tobacco products. The underage decoys were accompanied by plain clothes officers during each site visit. During the operation 40 locations were visited; four were not open for business. All 40 businesses complied with the law and refused to sell cigarettes to the underage decoys.

California law prohibits the sale of cigarettes to minors, 308(a) PC. Violators of this section are subject to either a misdemeanor criminal action or a civil action. Fines for a first offense begin at \$200.00. While visiting each establishment officers inspected the premises to ensure they were in compliance with mandatory posting of signs regarding the prohibition of tobacco sales to persons under 18 years of age. Officers also checked each business to make sure they had a valid Tobacco Retail License.

In order to ensure on-going compliance with the law, the Pleasanton Police Department will conduct similar operations in the near future.