



FOR IMMEDIATE RELEASE

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Flavored Tobacco and E-Cigarette Sting Operation

On August 12th and 13th, 2019, the Pleasanton Police Department's Special Enforcement Unit conducted a decoy operation targeting the sales of flavored tobacco and e-cigarettes to persons under 21 years of age. Currently, the City of Pleasanton has approximately 29 businesses selling these products. Plain clothed officers accompanied underage decoys during each of the 29 site visits. Four businesses sold to the underage decoy.

All violators who sold to the underage decoy were issued a citation for 308(a)(1)(A)(i) of the California Penal Code – Sell or furnish tobacco to a minor. While visiting each establishment officers also inspected the premises to ensure they followed mandatory posting of signs regarding the prohibition of tobacco sales to underage persons and confirmed each business had a valid tobacco license.

The Pleasanton Police Department recognizes the increase in popularity of flavored tobacco and e-cigarettes with youth nationwide. We will continue to proactively address the illegal sales and purchase of flavored tobacco and e-cigarettes through similar sting operations. In partnership with the Pleasanton Unified School District, we are committed to the health and safety of the youth in our community and will be steadfast in our efforts to increase awareness about the harmfulness of vaping.

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