



IMMEDIATE RELEASE
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VRMA Launches Methamphetamine Prevention Program

(RICHMOND) – Today, at a news conference at the State Capital, Attorney General Jerry Kilgore and the Virginia Retail Merchants Association announced the launch of the Retail Merchant Methamphetamine Prevention Program.

VRMA and some of its member companies will be working in partnership with the Attorney General's Office on a Retail Merchant Methamphetamine Prevention Program. The Retail Merchant Prevention Program is a voluntary program that can reduce the production of methamphetamines; reduce theft; and get retailers more involved in their communities.

“Drug abuse is a common problem in all communities and this is our way of supporting our communities and being good corporate citizens. Aside from marijuana, methamphetamine is the only widely abused illegal drug that is readily manufactured or capable of being produced by the actual abuser” said Laurie Peterson, president of VRMA. “We applaud Attorney General Kilgore for his leadership and commitment for improving the quality of life of the Commonwealth.

According to Peterson the Virginia program is:

- ✓ Strictly voluntary.
- ✓ Three phases/levels – each builds upon the previous.
- ✓ Merchants may choose based on their individual abilities/capabilities.
- ✓ Merchants may change phases/levels at any time.

Methamphetamine is a synthetically produced central nervous system stimulant which is highly addictive. It can be produced by common store-bought items. The voluntary program reduces the need for rigid legislative response. It allows a more flexible approach that may be tailored to fit the individual merchant; it reduces the possibility of onerous requirements and laws that have been passed in some states. It also allows national/multi-state retailers to maintain consistent training and implementation.

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The Virginia Retail Merchants Association was established in 1905. VRMA is a not-for-profit trade association representing retailers to educate, inform, and serve as a resource. VRMA and its retail member associations represent more than 5,500 retailers and other associated businesses throughout the Commonwealth of Virginia.

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