

## 7-Eleven Makes Moves to Fight Underage Addiction

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7-Eleven recently announced new and aggressive approaches against illegal underage sales of age-restricted products including alcohol, tobacco, potential inhalants and lottery tickets. The technology will verify the birth date stored on the card but will not store any other information about the customer.

The company plans to launch a new technology in each of its 7-Eleven stores in the District of Columbia. The new technology will scan the 2-D code of the back of customer's driver licenses or identification cards. It will verify the birth date stored on the card but will not store any other information about the customer.

7-Eleven began its fight against illegal, underage purchases in 1984 with its "Come of Age" training and awareness program that specifically targeted illegal sale of alcohol to minors, after-hours sales, sales made on behalf of a minor and consuming alcohol on store premises.

In 1994, they expanded the program to include all age-restricted products: tobacco, lottery tickets and potential inhalants.

To learn more about Alcohol, Drugs and Youth, please [click here](#).