

## **CAMPAIGN FOR ALCOHOL-FREE SPORTS ON TV**

The Center for Science in the Public Interest (CSPI) has launched a campaign to rid college sports of alcohol advertising.

The combination of television and sports makes a powerful impression on young people. Little leaguers mimic Barry Bonds' home run trot. High school football players do a touchdown dance in the end zone. A pick-up game of basketball features big-league moves to the basket. Millions of young people get socialization cues from sports.

Alcohol advertisements also send powerful messages to young people. Youth see more commercials for beer than for juice, gum, chips, sneakers, skin care products, and jeans. Alcohol producers spent over \$811 million to advertise alcohol on television in 2001, \$491 million of that to promote alcohol in conjunction with televised sports events, and \$58 million on advertisements during TV college sports.

CSPI has several suggested ways **YOU** can help:

- ➡ Have your organization endorse the campaign. PRIDE-Omaha, Inc. has done so.
- ➡ Watch local college games on TV for beer ads. If alcohol ads air on these telecasts involving underage players, contact the university's president and urge them to sever the connection between beer advertising and college sports.
- ➡ Get others to endorse the campaign and contact the college presidents.
- ➡ Log on to [www.beerfreesportstv.org](http://www.beerfreesportstv.org).
- ➡ Contact PRIDE-Omaha, Inc., 397-3309, for endorsement forms, contact information of local college presidents, talking points, and more information on the campaign.