

## OSBORNE CALLS FOR END TO NCAA ALCOHOL ADVERTISING

Nebraska Third District Representative Tom Osborne has introduced resolution H. Res. 575, calling for an end to alcohol advertising during radio and television broadcasts of collegiate sporting events.

Representative Osborne states, “The NCAA and its member colleges and universities cannot have it both ways. It is a complete contradiction for colleges and universities to continue to take money from beer companies whose ads glamorize drinking and target a youthful audience, and then devote time, energy, and resources in the fight to discourage the same students from engaging in underage and binge drinking.”

As reported by the Center on Alcohol Marketing and Youth in 2002, alcohol producers spent \$27 million (out of an annual total of \$58 million) in advertising during the NCAA men’s basketball tournament, which had as many alcohol ads as the Super Bowl, World Series, College Bowl Games, and Monday Night Football broadcasts combined.

*~ United State Congressman, 3rd District, Nebraska  
News Release Dated March 25, 2004*

