

American Council on Alcohol Problems

Resolution Regarding Alcohol Advertising at College Sporting Events

Whereas, there is an enormous amount of alcoholic beverage advertising, especially beer and hard liquor, associated with college sports, including television, radio, printed programs and stadium banners; and

Whereas, this advertising is known to be directed towards young people who are below the legal drinking age in every state; and

Whereas, such advertising has the affect of encouraging consumption of such alcoholic beverages by young people; and

Whereas, there is a national outcry over underage and binge drinking;

THEREFORE BE IT RESOLVED that the American Council on Alcohol Problems affiliates be encouraged to contact colleges and universities in their state and urge them to ban any form of advertising of alcoholic beverages associated with their institution's sporting events; and

BE IT FURTHER RESOLVED that these same colleges and universities be urged to ban the sale and consumption of all alcoholic beverages at sporting events in which their institution is involved.