



## ***Resolution Regarding Alcohol Sales at Disney World's Magic Kingdom 'Be Our Guest' Restaurant***

**Whereas** , the American Council on Alcohol Problems has a long and credible history of addressing alcohol policies that present a danger to the health and general well-being of the public; and

**Whereas**, alcohol sales are set to begin in November of 2012 at "Be Our Guest" Restaurant located within Walt Disney World's Magic Kingdom; and

**Whereas**, during the entire history of Disney World, alcohol has never been sold and this decision will reverse a 41-year tradition; and

**Whereas**, the Magic Kingdom is the park closest to Walt Disney's vision; and

**Whereas**, Walt Disney rejected St. Louis as a theme park location after a Busch executive there insisted that anyone would be crazy to open a theme park and not sell beer, makes it evident that Disney rejected the Magic Kingdom as a place for alcohol sales; and

**Whereas**, Disney World has always been a place for families to enjoy the Magic together and alcohol sales will unquestionably complicate and injure such an opportunity for many, tarnishing the park's wholesome family atmosphere; and

**Whereas**, supporters of this new policy argue alcohol sales at the Magic Kingdom will be limited to just one restaurant, beer and wine sales, and served only during dinner; and

**Whereas**, such limits on alcohol sales in the Magic Kingdom are either deceitful at worst or grossly unrealistic at best because the sale of alcohol is characteristically progressive, with such sales specifically a current growing trend at theme parks, where 55% of said parks from the years 2000 – 2005 either started selling alcohol or expanded sales at parks where it was already permitted, according to International Theme Park Services.

**Whereas**, alcohol is already served at EPCOT, Animal Kingdom, Disney's Hollywood Studios, and the Magic Kingdom remains the only park where non-drinkers may take their children knowing they will not face the problems alcohol sales and alcohol abuse create, removing from families the one alcohol-free zone left to them; and

**Whereas,** studies consistently demonstrate the more youth are exposed to alcohol advertising, the more likely they are to become underage drinkers or develop problems with drinking when they are older, and seeing alcohol as part of a landscape geared specifically for children and equated with fun is tantamount to kid-focused advertising; and

**Whereas,** bars are places for drinkers where children are not allowed, it is not unreasonable to forbid drinkers to be in places primarily meant for children; and

**Whereas,** alcohol sales at a theme park presents a host of health and safety concerns where thrill rides, large crowds and alcohol are not a good mix; and

**Whereas,** many other theme parks such as Dollywood, Silver Dollar City and Holiday World to name a few are sticking with their wholesome family atmospheres and doing well without alcohol sales; and

**Whereas,** the Magic Kingdom is already the number one tourist attraction in the world and alcohol sales are not needed in any way for the park to succeed financially;

**THEREFORE, BE IT RESOLVED** that the American Council on Alcohol Problems implores Disney officials to repeal its ill-conceived plan for alcohol sales at its "Be Our Guest" Restaurant located within the Magic Kingdom.