

**Media Statement**

For Immediate Release

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**Statement Regarding Congresswoman Roybal-Allard's House Speech**

*By Jim O'Hara, Executive Director, Center on Alcohol Marketing and Youth*

**Washington, DC** - Congresswoman Lucille Roybal-Allard spoke for our nation's parents when she told the U.S. House of Representatives of the toll of underage drinking: increased likelihood of alcohol dependence and use of other drugs such as marijuana and cocaine. She also spoke for the nation's parents when she asked how responsible and accountable the alcohol industry is when "in 2001 America's youth were 93 times more likely to see an ad promoting alcohol than an industry ad discouraging underage drinking."

Marketers of beer and distilled spirits brands delivered more magazine advertising to youth than to adults in magazines in 2001 - 45% more for beer brands and 27% more for distilled spirits brands.

Almost a quarter of the television alcohol advertising in 2001 - 51,084 ads - was delivered more effectively to youth than to adults.

All told, alcohol companies placed more than 87 product promotion commercials in 2001 for every ad about not driving after drinking or not drinking before age 21.