

Media Statement
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Statement Regarding CDC-MMWR Study on Point-of-Purchase Alcohol Marketing

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Georgetown University*

Washington, DC - That so many convenience and grocery stores had high intensity point of purchase alcohol marketing, in many cases placed at or below the eye level of a six year old, points to the need for stronger protections for our nation's youth from alcohol marketing. The Center on Alcohol Marketing and Youth's newest report, *State Alcohol Advertising Laws: Current Status and Model Policies*, lays out the steps some states have already taken to safeguard children from point of purchase marketing, and provides a roadmap for public health advocates and state liquor control boards to follow in implementing the CDC's recommendations.