

Media Statement
For Immediate Release
September 9, 2003

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Center on Alcohol Marketing and Youth Statement Regarding Federal Trade Commission Report on Alcohol Advertising

Statement by Jim O'Hara, Executive Director, Center on Alcohol Marketing and Youth at Georgetown University

Washington, DC - The Federal Trade Commission report shows that alcohol companies have to do more to limit their advertising that's reaching our kids. Some companies and the industry trade associations have taken steps in this direction, and we welcome their initiative. There's still too much advertising in the magazines and on the television and radio programs that attract our kids. We want this report and the upcoming Institute of Medicine report to provoke the serious policy debate that's needed to create a standard on advertising that will really protect our kids.

The need is clear. The latest public health survey data, released only days before this report, count more than 7 million young people who described themselves as binge drinkers. In the last decade, the number of kids under 18 trying alcohol nearly doubled, from 2.2 million in 1990 to 4.1 million in 2000. Every day, three kids drink and drive, and kill themselves.