

Media Statement
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Center on Alcohol Marketing and Youth Statement Regarding Findings of the Monitoring the Future Survey

Statement attributable to Jim O'Hara, Executive Director, Center on Alcohol Marketing and Youth

Washington, DC - Today's news from the annual Monitoring the Future survey Alcohol use changed little underlines the importance of a comprehensive national strategy to reduce underage alcohol use recommended by the Institute of Medicine in September. We need to limit the availability of alcohol to teens, strictly enforce underage drinking laws, and give local communities the resources they need to reduce and prevent underage drinking. The alcohol industry needs to show responsibility and limit underage youth exposure to its advertising.