



March 19, 2021

Assembly Member Jim Frazier,  
Chair of the Governmental Organization Committee  
1020 N Street, Room 360A  
Sacramento, California 95814

**AB 1267 (Cunningham) Alcoholic beverages: advertising or promoting donation of proceeds to a nonprofit charitable organization. – OPPOSE**

Dear Chairman Frazier,

**Alcohol Justice respectfully OPPOSES AB 1267** because it seeks to legalize a particularly harmful practice that the alcohol industry has long used to promote increased sales and consumption.

In its quest for a more profitable bottom line, the industry pushes marketing masquerading as philanthropy. Nonprofits strapped for operating revenue are an easy mark for exploitation. However, the relationship is toxic at its core. The true intent of the gift and its promotion is to stimulate greater consumption which inevitably leads to increased alcohol-related harm.

State law has long-recognized and wisely prohibited the practices this bill seeks to legalize. Nonprofits should never become dependent upon alcohol industry gifts or marketing dollars to balance their bottom line. It is indeed unfortunate that the industry targets them for just this purpose. In lieu of an enlightened gift acceptance policy to provide guidance and dissuade this behavior, the current prohibition should remain in effect.

According to the Center for Disease Control (CDC), California already suffers more annual alcohol-related harm than any other state: over 10,500 alcohol-related deaths, \$35 billion in total costs, \$14.5 billion in state costs. We respectfully ask that you stop this bill in your committee to ultimately prevent additional public health and safety harm.

Kind regards,

Bruce Lee Livingston  
Executive Director / CEO

**Alcohol Justice**  
24 Belvedere St.  
San Rafael, CA 94901  
[brucel@alcoholjustice.org](mailto:brucel@alcoholjustice.org)  
415 515-1856