



March 15, 2017

Senator Steven Glazer
Chair, California Senate Governmental Organization Committee
1020 N Street, Room 584
Sacramento, CA 95814

via fax: 916 445-5258

RE: OPPOSE SB 582 (Bradford) Alcoholic beverages: tied house restrictions: advertising

Dear Chairman Glazer:

Alcohol Justice (formerly Marin Institute) is a respected alcohol industry watchdog that has been a leading alcohol research and advocacy institution for more than 30 years.

Alcohol Justice is opposed to Bradford's SB 582 because football stadiums, often with many youth present or watching on TV, are swimming in alcohol advertising. Granting yet another regulatory exemption for more alcohol advertising at a professional stadium is wrong-headed. This bill also blurs the necessary separation between the manufacturing and on-sale retail sector. The entire section 25503.6 of Business and Professions code is a repository for advertising exemptions that we find objectionable. SB 582 adds a 17th specific exemption! Granting yet another regulatory exemption for a segment of the alcohol industry only further erodes fair and effective alcohol regulation in California.

Most importantly, we oppose SB 582 because California already suffers more than \$35 billion dollars in alcohol-related harm and 10,500 alcohol-related deaths annually. If SB 582 is passed and signed into law it will negatively impact public health and safety and increase the potential of alcohol-related problems.

Please vote NO on SB 582.

Sincerely,

Bruce Lee Livingston

Bruce Lee Livingston
Executive Director / CEO

*cc: - Members of Senate Committee on Governmental Organization
- Senator Bradford (author) via fax 916 651-4935
- Assemblymember Burke (coauthor) 916 319-2162;
- Assemblymember Jones-Sawyer (coauthor) 916 319-2159;
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