



# California Alcohol Policy Alliance

Alcohol Justice  
Alcohol-Narcotic Education  
Foundation  
ADAP, Inc.  
Behavioral Health Services, Inc.  
CA Council on Alcohol Problems  
Center for Open Recovery  
Eden Youth and Family Center  
Institute for Public Strategies  
FASD Network of Southern CA  
FreeMUNI – SF  
Friday Night Live Partnership  
Koreatown Youth and Community  
Center  
L.A. Drug & Alcohol Policy Alliance  
Lutheran Office of Public Policy CA  
MFI Recovery Center  
Mountain Communities Family  
Resource Center  
Partnership for a Positive Pomona  
Paso por Paso, Inc.  
Project SAFER  
Pueblo y Salud  
Reach Out  
San Marcos Prevention Coalition  
San Rafael Alcohol & Drug Coalition  
SF DogPAC  
SAY San Diego  
Saving Lives Drug &  
Alcohol Coalition  
Tarzana Treatment Centers, Inc.  
The Wall Las Memorias Project  
UCEPP / Social Model Recovery  
Systems  
Women Against Gun Violence  
Youth for Justice

March 15, 2017

Senator Steven Glazer, Chairman  
Senate Committee on Governmental Organization  
1020 N Street, Rm. 584  
Sacramento, CA 95814

Fax (916) 445-5258

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

Dear Chairman Glazer:

The California Alcohol Policy Alliance (CAPA) is dedicated to uniting diverse organizations and communities in California to protect health and safety, and prevent alcohol-related harm through statewide action.

CAPA 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, CAPA opposes 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,

Richard L. Zaldivar  
Chair, CAPA

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;  
- Assemblymember Ridley-Thomas (coauthor) 916 319-2154

**AlcoholPolicyAlliance.org**

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