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CONTACT: Michael Scippa 415-548-0492
Jorge Castillo 213-840-3336

Hey Bud, You Bailed on the Olympics – Now Bail on NFL's Big Game



***Separating alcohol marketing from sports will reduce alcohol-related harm,
especially among youth.***

SAN FRANCISCO, CA (January 26, 2017) – After 32 years Budweiser will no longer be associated with the U.S. Olympic team, and that is worth celebrating. But alcohol prevention advocates are not convinced that Bud has seen the light that alcohol and sports are a bad mix. Alcohol Justice, the industry watchdog, is renewing its call for Bud to exit the Super Bowl.

“Budweiser’s global parent, A-B InBev, spends hundreds of millions annually advertising beer during sporting events,” stated Bruce Lee Livingston, Executive Director/CEO of Alcohol Justice. *“This leads to increased underage drinking and turns fun-filled family events into drunken, violent experiences. We ask that A-B InBev pull out of the Super Bowl as well, where millions of young men see feel-good beer ads with ponies, puppies, and old pals.”*

Generations of studies have shown the more alcohol ads kids see, the better the chance they will drink and in many cases binge drink. The younger a person starts drinking, the bigger the probability that a person will be a customer for life with alcohol problems.

“Alcohol ads, sponsorships, and celebrity endorsements associated with sports are wrong and harmful to public health and safety,” said Livingston. *“Beer advertising at sporting events lure people to over-consume and programs kids to believe alcohol consumption is an everyday part of life and family. It’s just not true – over 40% of Americans over 18 do not even drink”.* According to the World Health Organization, alcohol consumption annually kills 3.3 million globally. More shocking is that 25% of total deaths in the age group 20 – 39 years are alcohol-attributable.

“The beer ads will play, tens of millions will watch, and the NFL and A-B InBev will profit in total disregard for the negative effect that alcohol misuse plays in the lives of viewers young and old,” added Livingston. *“The only game plan that will work is to eliminate global alcohol advertising, sponsorships, branding and promotions from all sports – from college games to the NFL championship, from the World Series to the World Cup and the Olympics.”*

A-B InBev officials declined to renew their \$13 million support for Team USA for the Winter Olympics and because of older and female viewership of the Summer Olympics they have questions about future Summer sponsorship. *“They want young American men hooked on their beers, so unfortunately we expect them to keep going for the teen boy audience that the Super Bowl attracts,”* concluded Livingston.

For more information, go to www.AlcoholJustice.org

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