

***Los Angeles Coalition on Alcohol Policy (LA-CAP)  
Praises Publication of Out-of-Home Advertising Guide  
Critical Tool for Advocates and Policymakers to Protect Youth***

Los Angeles, CA (April 8, 2009) – The Los Angeles Coalition on Alcohol Policy (LA-CAP) acknowledged the significance of alcohol industry watchdog Marin Institute’s new guide to restricting out-of-home (OOH) alcohol advertising. The guide is designed to assist policymakers in drafting effective state and local laws to minimize youth exposure to ubiquitous alcohol advertising in the 21<sup>st</sup> Century.

*“Alcohol advertising is pervasive in our communities,” said Alberto Melena, Co-chair of the Los Angeles Coalition on Alcohol Policy, a coalition of agencies working to address the social inequities caused by alcohol in Los Angeles County. “Alcohol ads are everywhere, youth see them on the way to school, they are displayed close to parks and recreation centers. The Out-of-Home guide is as a great advocacy tool for community members working to limit the youth exposure to alcohol advertising,” he added.*

According to Marin Institute, out-of-home advertising encompasses traditional billboards, ads plastered on public transit vehicles, buildings and “street furniture” such as newspaper stands and kiosks, as well as new high-tech options like video display terminals, digital billboards, and ambient advertising. Spending on such advertising venues grew to over \$8 billion dollars in 2008, with the alcohol industry being one of the largest purchasers.

*“Decades of research and common sense tell us that the more often youth are exposed to alcohol ads, the more likely they are to drink,” stated Michele Simon, research and policy director at Marin Institute. “Marin Institute’s new guide offers new tools to local and state advocates and lawmakers to enact legally-defensible policies to protect youth from harmful messages that lead to problem drinking.”*

The guide offers examples of current local and state alcohol advertising laws that can serve as models as well as an explanation of commercial speech and the First Amendment. The guide also describes the difference between public and private property and how advocates can push for legally-defensible laws in their communities.

*“We need to do our part and stand up to the intrusive alcohol ads that our hurting our youth and families,” added Christy Zamani, Executive Director, Day One Pasadena and LA-CAP Co-Chair. *Marin Institute’s new guide provides clear steps to empower our communities and take effective action.*”*

To download *Out-Of-Home Alcohol Advertising, A 21<sup>st</sup>-Century Guide to Effective Regulation*, please visit [www.MarinInstitute.org](http://www.MarinInstitute.org)