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Alcohol Justice Condemns Super Bowl LIX Alcohol Advertising Exposing 30 Million Underage Youth

FREE OUR SPORTS®

SAN RAFAEL, CA (February 6, 2025) — [Alcohol Justice](#), is expressing strong disapproval over the exposure of approximately 30 million underage individuals to alcohol advertisements during this year's televised Super Bowl from New Orleans. The organization emphasizes the detrimental impact such marketing has on youth, contributing to early initiation of alcohol consumption and subsequent health risks.

"It's deeply troubling that alcohol companies exploit major sporting events like the Super Bowl to promote their products to impressionable audiences," stated Cruz Avila, Executive Director of Alcohol Justice. *"This deliberate targeting endangers the health and safety of our youth and also undermines public health efforts to curb not only underage drinking, but all harmful alcohol consumption."*

[Research](#) indicates that exposure to alcohol advertising increases the likelihood of adolescents starting to use alcohol and drinking more if they are already using alcohol. The pervasive nature of these advertisements during high-profile events normalizes alcohol consumption and associates it with the excitement of sports, making it particularly appealing to younger viewers, and seductively dangerous to those struggling with substance use disorders.

"The association of alcohol with sports creates a dangerous narrative that drinking is integral to enjoying athletic events," added Michael Scippa, Public Affairs Director at Alcohol Justice. *"This not only misleads young viewers but also fosters a culture where alcohol misuse is accepted and even celebrated."*

Alcohol Justice calls for stricter regulations on alcohol advertising during events with substantial youth viewership. The organization advocates for policies that limit alcohol marketing exposure to underage audiences, including restricting such advertisements during televised sporting events and prohibiting sponsorships that pair alcohol brands with sports teams, sports stars, or events.

"Protecting our youth and other vulnerable viewers from the harmful effects of alcohol advertising is a collective responsibility," Avila concluded. *"We urge policymakers, broadcasters, and the alcohol industry to [Free Our Sports](#) from all alcohol advertisements and prioritize well-being over profits by implementing measures that prevent exposure to alcohol marketing, especially to those underage."*

Alcohol Justice is a nonprofit organization working to prevent alcohol and other drug-related harm through evidence-informed advocacy and community organizing.

For more information on Alcohol Justice's projects, campaigns, and advocacy efforts, please visit www.alcoholjustice.org.