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## **Alcohol Justice Hosts Annual Alcohol-Free Super Bowl Watch Party to Help Kids Talk Back to Ads**

SAN RAFAEL, Calif., February 6, 2026 (Cision.com) — NextGen Youth Advocates™, a project of Alcohol Justice, will host a Free Our Sports® Super Bowl Viewing Party at its office in the Canal District of San Rafael on Sunday, February 8. The event is free for all local youth and will be offering a fun mix of games, food, and prevention education based around the impact of alcohol advertising on youth.

*“Alcohol companies take advantage of the Super Bowl to advertise to kids,” said Chauncey Bryant, lead instructor for NextGen Youth Advocates™. “So we take advantage of the Super Bowl to help kids talk back to that. Rather than get worn down, they end the day stronger—but also having had fun.”*

For most of the modern media era, food and beverage companies—including alcohol producers—have used sporting events to reach young audiences, including kids. The impact of alcohol advertising on youth is [well documented](#). [Exposure to alcohol ads](#) inspires kids to lose their caution around alcohol, to develop positive feelings towards brands, and, most significantly, to start drinking earlier. This creates problems that echo down the lifespan, as the

younger someone starts drinking, [the more likely they are to have alcohol use disorder](#) later in life.

*“When you give the kids the tools to advocate for themselves,” said Susan Bryant, program manager for NextGen Youth Advocates™, “you don’t just help them put off drinking by a day or two. You help them confront all the pressures that come at them from the TV, the radio, and social media.”*

Despite the omnipresent alcohol advertising, the Super Bowl is an irreplaceable part of the fabric of the United States. By providing a positive and empowering space for kids to watch it, Alcohol Justice carries on its mission to create a healthier, safer, and communal Marin.

Event details—

Speakers:

- Chauncey and Susan Bryant (NextGen Youth Advocates™, Alcohol Justice)
- Youth advocates from NextGen Youth Advocates™

What: Free Our Sports® Super Bowl Viewing Party

When: February 8, 2026, 3:30–7:30 p.m.

Where: Alcohol Justice offices, 24 Belvedere St., San Rafael, CA, 94901

*Alcohol Justice is a nonprofit based in San Rafael, CA, dedicated to advancing evidence-based policies that promote public health and safety. We work to mitigate the societal harms of alcohol and the alcohol industry, particularly impacting youth, through advocacy, policy, community action and education.*

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