

***American Council on Alcohol Problems***

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**Resolution Regarding Alcohol Advertising at College Sporting Events**

**Whereas**, there is an enormous amount of alcoholic beverage advertising, especially beer and hard liquor, associated with college sports, including television, radio, printed programs and stadium banners; and

**Whereas**, this advertising is known to be directed towards young people who are below the legal drinking age in every state; and

**Whereas**, such advertising has the affect of encouraging consumption of such alcoholic beverages by young people; and

**Whereas**, there is a national outcry over underage and binge drinking;

**THEREFORE BE IT RESOLVED** that the American Council on Alcohol Problems affiliates be encouraged to contact colleges and universities in their state and urge them to ban any form of advertising of alcoholic beverages associated with their institution's sporting events; and

**BE IT FURTHER RESOLVED** that these same colleges and universities be urged to ban the sale and consumption of all alcoholic beverages at sporting events in which their institution is involved.