



**For Immediate Release  
February 7, 2008**

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### **CHILDREN VOTE BEER COMMERCIALS AMONG THEIR FAVORITE SUPER BOWL ADS**

(Columbus, Ohio) The National Football League Championship game, the Super Bowl, is nearly as famous for its commercials and halftime show as it is for the game itself. In a survey conducted by Drug-Free Action Alliance, Ohio youth selected commercials for alcohol, specifically beer commercials, among their favorites.

More than 6,300 youth in middle and high school participated in this year's survey. Of those expressing a favorite commercial, the Anheuser-Busch commercials that ran were remembered often, taking three of the top six most-remembered ads. Among middle school students surveyed, the Budweiser ad featuring a Dalmatian dog training a young Clydesdale horse was voted their favorite ad that aired during the game.

Research has shown the negative impact that alcohol marketing has on youth. A study published in the January 2006 edition of *Pediatrics and Adolescent Medicine* found that youth who saw more alcohol ads on average drank more than those who did not see the ads. It is noteworthy that in 2007, Anheuser-Busch is estimated to have spent nearly \$20 million on commercials that aired during the Super Bowl according to the Center for Science in the Public Interest.

"Scientific research shows the serious and damaging effects of alcohol on the developing brain of youth under the age of 21," says Patricia Harmon, Executive Director of Drug-Free Action Alliance. "Teen alcohol consumption is unhealthy, unsafe and unacceptable."

Youth exposure to alcohol ads is a year round concern and the Super Bowl is an event that delivers record-breaking audiences nearly every year. With more than 17 million viewers under the age of 21 watching the championship game this year, it is not surprising that these witty advertisements are remembered most often by youth.

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. Drug-Free Action Alliance encourages concerned citizens to help hold the industry accountable. To express your concern about irresponsible ads, go to [www.marininstitute.org/talkback](http://www.marininstitute.org/talkback). Drug-Free Action Alliance also encourages parents to talk to their children about what they see on television and help them understand how commercials are used to sell products, services and images that are not always based in reality.

Drug-Free Action Alliance is a not-for-profit organization that provides leadership to promote safe and drug free communities throughout Ohio. Programs and initiatives include Know!, "Parents Who Host, Lose The Most: Don't be a party to teenage drinking", the Ohio College Initiative to Reduce High-Risk Drinking and the Ohio Red Ribbon Celebration. More information can be found at the website [www.DrugFreeActionAlliance.org](http://www.DrugFreeActionAlliance.org).

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Red Ribbon Celebration

College Initiative to Reduce  
High Risk Drinking

Ohio Resource Network  
Clearinghouse

Statewide Prevention  
Coalition Association

Parents Who Host, Lose The Most:  
Don't be a party to teenage drinking

Ohio Center for  
Coalition Excellence

Know!

Youth Philanthropy  
Council

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