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## Beer Companies Advertise Alcohol to Minors

Many of you have heard of the Budweiser frogs or the Coors cheerleaders or the Jack Daniel's NASCAR team. The alcohol industry is everywhere! It places more TV, radio, and magazine ads than any other industry in the U.S. It sponsors sporting events, rodeos, town festivals, even RAGBRAI !! They are a regular fixture to the Super Bowl, not only placing ads, but naming stadiums and half-time shows after them.

Why? Several Reasons:

1. Because they have to keep reminding their customers why they should drink the stuff.

They place advertisement everywhere to keep their product constantly on their customer's minds. They give away t-shirts so custom-

ers will be their walking billboards. Did you know many beer companies pay retailers to display their products in the most visible store locations?

2. The advertisers spend billions of dollars each year to show that the only way to have fun is to drink their product. They've convinced some people (especially young people) they need the product to get the girl/guy, to be sexy, to be popular, to be funny, to be "someone better."

Advertisers know the reality—nobody needs the alcohol to have all that. So, they distort reality to reel you in.

3. Advertisers know teens and young adults (ages 12-25) are the most likely to take notice of these ads and sponsorships and have the most disposable income. They figure if they can get a young person interested early, they'll

have a customer for life!

4. Alcohol companies know that 20% of the alcohol being consumed is being purchased illegally for minors. If they can convince minors that they have to have it, they'll use whatever means necessary to get it. They use models and actors who look young and act young to have the appearance of being a product for the "Next Generation."

Teens must be careful to look through all the ads and promotions and look at the product and think about the consequences of using it. Advertisers distort the truth—make sure you see the reality and make the right decision.

### Risks of Teen Alcohol Use:

- Rape/Sexual Assaults
- Fights/Arguments
- Unplanned Pregnancies
- Unintentional Injuries
- Legal & School Problems
- Family Problems
- Car Crashes
- Brain Damage
- Alcohol Poisoning
- Drowning
- Death

**“ Remember—  
alcohol equals  
puke equals smelly  
mess equals no-  
body likes you.”**

**- Adam Sandler in**



## Athletes Who Drink

Did you know that if a teen athlete uses alcohol on **just one** occasion, it can cancel out as much as fourteen days of training effects?

It's true! That person has virtually wasted the last two weeks of practice, strength and conditioning—all for one night of drinking. Doesn't seem worth it, does it?

A study done by the American Athletic Institute shows:

- Drinking alcohol after training slows recovery
- Reaction time can be affected even 12 hours after drinking
- Players who drink are twice as likely to become injured
- Alcohol puts at risk an athlete's already lowered immune system (they get sick more often)
- Long term effects of the alcoholic hangover can reduce athletic performance by 11.4%

