



**MEDIA ADVISORY**

For events occurring January 20, 2015

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***Press Conference to Support Los Angeles City Council Vote  
to Ban Alcohol Ads on L.A. Public Property***

LOS ANGELES, CALIFORNIA (January 17, 2015) – Alcohol Justice, youth, adults, and community organizations that make up the **Coalition to Ban Alcohol Ads on Public Property in Los Angeles** ([www.NoAlcoholAds.org](http://www.NoAlcoholAds.org)) will hold a press conference with political leaders in support of the passage of a prohibition on alcohol ads on city-owned and controlled property. The ordinance, nearly four years in the making, will then be voted on by the Los Angeles City Council.

*"Money should never be part of this discussion. It is very dangerous. Young people that see those signs suffer great harm in their lives from the use of alcohol." - Kitty Dukakis*

**What:** Press conference before Los Angeles City Council Meeting Vote

**When:** Tuesday, January 20, 2015, 9:30 a.m.

**Where:** City Council Press Media Room 4<sup>th</sup> Floor, Los Angeles City Hall, Los Angeles, CA 90012

**Who:**

Speakers Include:

- Bruce Lee Livingston, Executive Director/CEO, Alcohol Justice, MC of event
- Paul Koretz, Councilmember District 5
- Kitty Dukakis, former Massachusetts First Lady
- Ruben Rodriguez, Executive Director, Pueblo y Salud, Inc.
- Carol Lee, Community Organizer, Koreatown Youth and Community Center, Inc.
- Margot Bennett, Executive Director, Women Against Gun Violence
- Richard Bis, Community Organizer Asian American Drug Abuse Program, Inc.
- Kevin Michael Key, Lead Organizer, United Coalition East Prevention Project

**Why:**

- Lawmakers should work to ban alcohol advertising on property that government controls, including public transportation vehicles and street furniture and restrict alcohol advertising in out-of-home locations elsewhere as well
- Despite claims of economic necessity, revenue from alcohol ads comprises less than 1% of reporting agencies' operating revenue
- The City of Los Angeles, which has succeeded in getting alcohol ads off transit vehicles, should now finish the job by banning them from all public property to play a positive role in reducing exposure to alcohol ads to protect youth and reduce alcohol-related harm to all residents and visitors of the city
- Families and youth utilize city owned and controlled property on a daily basis, such as school buildings, recreation centers, libraries and bus shelters
- UCLA, Center for Alcohol Marketing to Youth, & Dr. Jonathan Fielding submitted clear and compelling evidence that alcohol advertising on city owned property encourages youth alcohol consumption which leads to harm
- The L.A. County Department of Public Health has recommended reducing alcohol advertising in public spaces and in areas commonly seen by minors as a way to help discourage underage drinking

*"On behalf of Alcohol Justice, the Coalition to Ban Alcohol Ads on Public Property in Los Angeles, and all the people of L.A., we thank Councilmember Koretz for his leadership on this critical public health and safety issue," stated Jorge Castillo, Advocacy Director at Alcohol Justice. "The day when residents, visitors, and especially our youth, are no longer assaulted by alcohol ads on L.A. city-owned property is almost here."*

**Coalition Members include:**

- American Indian Movement – WEST
- Alcohol Justice
- Asian American Drug Abuse Program Inc.
- Boyle Heights Stakeholders Association
- Boyle Heights Coalition for a Safe & Drug Free Community
- California Hispanic Commission on Alcohol and Drug Abuse
- Coalition to Ban Billboard Blight
- Community Coalition
- Institute for Public Strategies
- Koreatown Youth & Community Center
- Mexican History Foundation
- Mothers of East L.A. (MELA)
- Personal Involvement Center, Inc.
- P3 Partnership for a Positive Pomona
- Phoenix House
- Pillar of Fire Church
- Paso por Paso
- Pueblo y Salud
- Saving Lives Drug and Alcohol Coalition
- Sycamore Grove School
- Tarzana Treatment Centers & AWARE Coalition
- The Wall – Las Memorias Project
- United Coalition East Prevention Project
- Woman's Christian Temperance Union
- Women Against Gun Violence
- Writers In Treatment

**Supporters include**

- Michael & Kitty Dukakis, former Massachusetts Governor & First Lady
- Boyle Heights Neighborhood Council
- California Council on Alcohol Problems
- California Alliance for Retired Americans
- Center for Living and Learning
- County Alcohol and Drug Program Administrators' Association of California
- Crescenta Valley Drug & Alcohol Prevention Coalition
- Cri-Help
- Day One Pasadena
- Dr. J. Benjamin Hardwick
- Kurtwood Smith, Actor, Activist
- Monsignor John Moretta
- NCADD East San Gabriel & Pomona Valleys
- Public Citizen
- Resurrection Church Neighborhood Watch – Los Angeles
- San Fernando Valley Partnership
- Venice Neighborhood Council

**PRESS AVAILABILITY immediately after the vote: City Council Press Media Room 4<sup>th</sup> Floor**

**TAKE ACTION: Send a message to Los Angeles City Councilmembers who have not yet declared their support for the ordinance: <http://bit.ly/1ss2c4w>**

**For More Information go to: [www.AlcoholJustice.org](http://www.AlcoholJustice.org) and [www.NoAlcoholAds.org](http://www.NoAlcoholAds.org)**



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