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## **BIG BOWL VOTE 2013 Surveys Underage Appeal of Super Bowl Alcohol Ads**

### ***The more alcohol ads kids see, the more likely they are to consume alcohol***

Columbus, OH (January 16, 2013) – Drug Free Action Alliance is gearing up their annual BIG BOWL VOTE (BBV) 2013 national survey of middle and high school students to take place the day after Super Bowl 47.

*“We know media greatly influences youth beliefs and behaviors and research shows the negative impact alcohol marketing has on them,”* stated Marcie Seidel, Executive Director of Drug Free Action Alliance. *“The Big Bowl Vote provides us the opportunity to learn what types of advertising appeal to today’s youth while opening the door to teach students how to objectively analyze such messages.”*

The NFL Super Bowl is known for its commercials as much as it is for the game itself. An estimated 100 million people watch the big game every year. Of that wide viewing audience, about 18% will be youth under 21. He or she will be exposed to more ads for alcohol than for any other product advertised during the game.

In 2012, more than 42,000 middle and high school students in 43 states participated in Drug Free Action Alliance’s Monday-after *BIG BOWL VOTE 2012*. The survey once again revealed the youth appeal of alcohol advertising as beer commercials were among the “most memorable.” Educators, parents and students who would like to learn to decode those advertising messages, are invited to participate in the BIG BOWL VOTE 2013.

*“While they would never admit it, Big Alcohol targets young people with seductive ads during sporting events,”* stated Michael Scippa, Director of the Free Our Sports Youth Film Festival, a project of Alcohol Justice. *“We are proud to be a co-sponsor of Big Bowl Vote 2013 to provide evidence of the effectiveness of those ads, but more importantly, to also provide valuable teaching tools to help young people see through the hype and fracture the negative social norm that binds alcohol consumption to sports.”*

Through a simple, three-question, student questionnaire given Monday morning following the Super Bowl, middle and high school students will share their thoughts on what advertisements they remember seeing and which commercial takes their top vote. The data is collected, summarized and shared. This valuable, fresh and local information can then be used to educate parents, students, lawmakers and the media about the effects of alcohol advertising on youth and learn how to reduce youth exposure to the messages.

If you are a teacher, parent or student who would like to participate in Big Bowl Vote 2013, here are the important links:

**Webpage:** <https://www.drugfreeactionalliance.org/bigbowlvote>

**Media Literacy Classroom Video:** <https://www.drugfreeactionalliance.org/bbv-media-literacy-lesson>

**Video Classroom Guide:** <https://www.drugfreeactionalliance.org/files/occe-bbv-media-literacy-classroom-guide.pdf>

**BBV Playbook:** <https://www.drugfreeactionalliance.org/files/BBV2013Playbook.pdf>

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**For more information on the dangers of youth exposure to alcohol advertising go to:**

<http://alcoholjustice.org/campaigns/out-of-home-ads.html>

**For information about the Free Our Sports Youth Film Festival go to:**

<http://freeoursports.org/>

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