

MBTAA

Massachusetts Banding Together Against Alcohol-Advertising

FOR IMMEDIATE RELEASE

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What Is Boston Waiting For?

Boston Trailing in Battle to Eliminate Alcohol Advertising on Public Transit

Eight major U.S. cities have banned alcohol advertising on public transit, and Boston has not only failed to institute a similar ban, but is also one of the worst offenders in high prevalence of alcohol advertising on public transit. Those major cities that have passed alcohol advertising bans are: Seattle, San Francisco, Los Angeles, Houston, Chicago, Miami, Washington D.C., and Philadelphia.

Current research has shown that alcohol advertising has a negative effect on youth by setting inappropriate expectations about alcohol use. The MBTAA Collaborative is seeking to remove alcohol advertising from public transit, and all public property, in the City of Boston as well as the Commonwealth of Massachusetts, by getting the state to change its alcohol advertising policies.

The MBTAA Collaborative is proud to announce the launch of its new media campaign to garner more public attention and support for banning alcohol advertising on public transit. By highlighting that Boston is not leading the nation in this effort, the MBTAA Collaborative is calling on Boston residents to be more proactive, and urging the policy makers to do the same. The series of seven posters contrasts the negative effects of drinking with positive alternatives. The ads can be seen all around the Boston area, as well as on the MBTAA's newly redesigned website – www.JoinTogether.org/MBTAA.

With alcohol advertising still rampant in the hub, the irresponsible alcohol industry messages target our children. Our children's health and future is worth more than any revenue generated from these advertisements, despite these difficult economic times.