



STOP THE MADNESS

The truly insane thing about March basketball is all the money universities get from alcohol advertising.

According to the most recent figures¹, the alcohol industry spends more than \$52 million on college sports advertising — more than twice the percentage spent on non-college TV programming.

Alcohol advertising in college sports undermines efforts to combat the dangers of high-risk drinking, which is the single greatest cause of student-related deaths, accidents and sexual assaults.

And in a national poll², the American Medical Association found that nearly three out of four adults believed that alcohol advertising has no

place on college campuses and sends the wrong message to young people.

So why are universities taking money from Big Alcohol?

We call upon all universities, athletic conferences and the NCAA to stop the madness — this March and beyond — and permanently bench alcohol marketing from college sports.

Visit AlcoholPolicyMD.com for more information.

¹ *Center on Alcohol Marketing and Youth, Alcohol Advertising on Sports Television 2001-2003 (Washington DC: Center on Alcohol Marketing and Youth, 2004), 12, table 9.*

² *AMA in conjunction with The Robert Wood Johnson Foundation, April 2005*

STOP THE MADNESS.

This message is sponsored by A Matter of Degree
The National Effort to Reduce High-Risk Drinking Among College Students

AMOD is a project of the American Medical Association and campus-community partnerships across America

