



MEDIA ADVISORY

***Alcohol Justice CEO On How To Prevent Violence After the Har-Bowl
If You Don't Drink Responsibly Watching Football,
Stay Home or Go Home***

SAN FRANCISCO, CA (January 30, 2013) – San Francisco resident Bruce Lee Livingston, Executive Director and CEO of Alcohol Justice, is available to comment upon the toxic mix of alcohol, sports, and street violence.

“Super Sunday is the nation’s worst day of the year for domestic violence and drunk driving,” says Bruce Lee Livingston, Executive Director / CEO of Alcohol Justice. *“But whether the Ravens or the Niners win the Har-Bowl it could be a civic nightmare on city streets.”*

Driven by Big Alcohol advertising, branding, sponsorship and celebrity endorsements, America consumes an estimated 325 million gallons of beer on the day of the big game, so alcohol-related harm is inevitable. Budweiser sponsorship of the NFL Championship and beer sales are the biggest threat to public safety on that day.

“It’s not enough to discourage hard liquor and promote responsible beverage service,” adds Livingston. *“The bars need to curb beer sales after the game and police need to smartly control traffic and crowds. Mayor Ed Lee and Mayor Stephanie Rawlings-Blake should encourage anyone who has had more than three beers to stay home, or go home and wait for parade day.”*

Mr. Livingston has spoken recently on fan violence on ESPN’s *Outside the Lines* and on KCBS Radio. Alcohol Justice encourages the effective evidenced-based prevention techniques of limiting advertising, responsible sales, and community education, but public safety measures could also include traffic flow controls and curfews.

Especially tragic is how many young people are impacted. To counter the half a billion dollars a year that Anheuser-Busch and MillerCoors spend on sports advertising viewed by young people, Alcohol Justice has launched the [Free Our Sports™ Youth Film Festival](http://FreeOurSports.org).

Media Availability: For interviews please contact Michael Scippa 415-548-0492, or Bruce Lee Livingston at 415-515-1856, or Jorge Castillo (en Español) at 213-840-3336.

More info at: FreeOurSports.org



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