



**2012**

**Free The Bowl® – Stop the Violence**

**Messages** *(Include only one in your video)*

- Alcohol ads during sporting events promote binge drinking which contributes to violent behavior.
- The problem with tailgating is that people start drinking hours before the game begins.
- Drinking alcohol during major sporting events like the Super Bowl leads to increased domestic violence.
- After every NFL game, an estimated 5,000 people leave the stadiums legally drunk.
- Half of all U.S. homicides and assaults are related to drinking alcohol.
- You don't need to drink alcohol to enjoy the game, despite what the beer ads tell you.