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A-B InBev Resurrects Zombie Spuds to Pitch Suds



New Big Game Ad Will Program Another Generation of Underage Youth to Reach for a Bud Light

SAN FRANCISCO, CA (February 4, 2017) – [Alcohol Justice](#) is reporting that 30 years after being deeply buried in the well-deserved grave of youth-attractive booze-pitching animal characters, the universally condemned Spuds McKenzie has returned. Like a Zombie in search of new and younger victims, the dog will be pitching beer to a global audience estimated to include 30 million impressionable children.

“The specter of a three-decade old, cuddly Spuds McKenzie -- the sunglasses-wearing, Joe Camel of Big Alcohol -- pushing beer again is unacceptable,” said Michael Scippa, Director of Public Affairs for Alcohol Justice. *“Resurrecting this despicable icon of irresponsible alcohol marketing proves that breaking the toxic social norm that binds alcohol to sports must begin with creating a divide between sports and alcohol ads.”*

30 years ago consumer activists who blasted the A-B ad campaign as a classic attempt to create brand awareness among children and youth younger than legal drinking age hounded Spuds off TV. Research has shown that the more alcohol ads kids see, the more likely they are to drink, drink to excess, and drink more often. 5,000 people under age 21 die annually from alcohol-related injuries in the US alone. Hundreds of thousands more suffer alcohol-fueled sexual assaults, serious injuries, diseases, and academic failure.

“Alcohol ads, sponsorships, and celebrity endorsements associated with sports are wrong and harmful to public health and safety,” stated Bruce Lee Livingston, Executive Director / CEO of Alcohol Justice. *“Beer advertising at sporting events lure people to over-consume and program kids to believe alcohol consumption is an everyday part of life and family. It’s just not true—over 40% of Americans over 18 do not even drink.”*

According to the World Health Organization, alcohol consumption annually kills 3.3 million globally. More shocking is that 25% of total deaths in the age group 20 –39 years are alcohol-attributable.

“We call upon world leaders to recognize the public health and safety costs and eliminate alcohol advertising, sponsorships, branding and promotions from all sports,” added Scippa. “And let’s begin by driving a wooden stake through the heart of a zombie, beer- pushing, cartoonish character.”

For more information, go to AlcoholJustice.org

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