

Alcohol is our nation's costliest drug problem, yet alcohol advertising is subject only to *voluntary* guidelines.

Big Alcohol spent nearly \$6 billion on advertising and promotions last year.

Industry marketing standards say alcohol ads should not target youth or promote heavy consumption.

Big Alcohol gets half its profits from underage and binge drinking.

Help us hold Big Alcohol accountable. Use **TalkBack** to complain when you see irresponsible alcohol ads.

It's easy. Visit www.MarinInstitute.org/talkback

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