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July 19th, 2004 - Immediate Release

NEW ADVERTISING CONTROLS REACH THE PARTS CURRENT REGULATIONS DO NOT REACH

Tighter controls over alcohol advertising - unveiled today for consultation by communications watchdog OfCom - are long overdue but welcome, says Alcohol Concern.

The charity's Chief Executive, Eric Appleby, comments: "We have been campaigning for many years for drink advertising regulations to be clarified and toughened up.

"The existing regulatory regime has consistently failed to curb ads that clearly encourage binge drinking. Many current adverts would fall foul of the new guidelines. Now the improved new controls need to be backed by tough new enforcement."

He adds: "Now we shall be looking to the Government to back these proposals - as part of their promise to demand a more responsible drinks industry.

"We'd also like to see them consider bringing the present voluntary code for marketing, packaging, naming and web promotion of drinks - currently run by the trade's Portman Group - under a regulatory regime independent of the drinks trade."

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