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## Media Advisory

# END OF THE LINE FOR ALCOHOL ADVERTISING ON PUBLIC TRANSIT

## NY STATE ASSEMBLYMAN FELIX ORTIZ INTRODUCES LEGISLATION TO BAN ALCOHOL AND TOBACCO ADS FROM NEW YORK PUBLIC TRANSIT

### *Marin Institute Releases National Survey of Transit Ad Policies*

- What:** News Conference and Photo Opportunity  
**When:** November 8, 2007... 11 am  
**Where:** New York City Hall Steps, 2 Lafayette St., New York, NY  
**Who:** Partial list of participants...
- Felix Ortiz, NY State Assemblyman
  - Michele Simon, JD, MPH, Research & Policy Director, Marin Institute
  - Nicholas Freudenberg, DrPH, Hunter College/City University NY
  - Bruce Lee Livingston, MPP, Executive Director, Marin Institute

**Why:** *To call attention to two new NY bills - A9506 and A9507 - to ban alcohol and tobacco advertising from public transit systems in NY State and NYC. The legislation also imposes heavy fines on those who violate the new law.*

*To release Marin Institute's new national report entitled **The End of the Line for Alcohol Ads on Public Transit**, which documents how cities such as New York and Boston that are facing an epidemic of underage drinking and astronomical costs of alcoholism and alcohol-related problems still allow public advertising of alcoholic beverages.*

*To acknowledge the deep concerns of individuals, groups and public health, education, and labor officials focused on protecting underage youth and other targeted populations from excessive alcohol advertising on public transit.*

*Marin Institute is a national alcohol industry watchdog based in San Rafael, CA*  
[www.marininstitute.org](http://www.marininstitute.org)