

**SENATE RESOLUTION
1997-8627**

By Senators Haugen, Long and Kohl

WHEREAS, The number of Washington teens who have tried alcohol or cigarettes has risen above the national average; and

WHEREAS, There is growing concern that national advertising campaigns by alcohol and tobacco industries have undue influence on teen audiences; and

WHEREAS, Coupeville School social worker Mindy Pelton works with students at the middle-school and high-school level in the prevention of alcohol, tobacco, and other drug use; and

WHEREAS, A perceptive group of Coupeville students recognized the symbolism and message of a popular beer commercial and interpreted this ad as clearly targeting minors, and encouraging them to disregard the legal drinking age; and

WHEREAS, The students and Ms. Pelton wrote directly to the manufacturer to voice their concern for the ad; and

WHEREAS, The students suggested several ways the commercial could be recast so it would not target minors;

NOW, THEREFORE, BE IT RESOLVED, That the Washington State Senate honor the awareness and activism demonstrated by the Coupeville students and Mindy Pelton in their efforts to combat the influence of alcohol and tobacco advertising on minors; and

BE IT FURTHER RESOLVED, That the Senate applaud this group in their efforts to reduce drug and alcohol abuse by teenagers in our state and across the country.

I, Mike O'Connell, Secretary of the Senate,
do hereby certify that this is a true and
correct copy of Senate Resolution 1997-8627,
adopted by the Senate February 28, 1997.

MIKE O'CONNELL
Secretary of the Senate