

The Association for Addiction Professionals affirms withdrawal

For Immediate Release - Alexandria, VA

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NAADAC, The Association for Addiction Professionals supports NBC's decision withdraw their action to air commercials promoting the use of hard liquor. NAADAC feels that this move was irresponsible on the part of the network in light of recent studies indicating an increase in the demand for drug and alcohol treatment counseling. Alcoholism is the number one public health problem in America.

"We are pleased that NBC took note of our concerns and feel that this was a positive choice in light of the increase in people needing alcohol and drug treatment has increased by at least 10 percent since September 11th," said Bill B. Burnett, President of NAADAC. "This is very disappointing because of this kind of advertising serves no positive purpose to an audience who is already suffering and still trying to recuperate from the devastation caused by the September 11th attacks on America. This was not a good time; there will more than likely never be a good time to open up the airwaves to this kind of message."

Research shows that youth exposed to ad glorifying alcoholic beverages increases the likelihood that they will perceive drinking as an attractive and acceptable social activity. They look at it as a way to relax and relieve stress. We need to send the opposite message to both youths and adults: that drinking alcohol is not a healthy way to unwind. Promoting such a damaging way to "relax" is unacceptable, and NAADAC fully supports taking healthy steps to heal American rather than hurtful ones.

A representative from NAADAC is available for interviews on this subject upon request.

With 14,000 members, NAADAC, The Association for Addiction Professionals is the largest national organization for alcoholism and drug abuse professionals. Founded in 1974, NAADAC is committed to increasing general awareness of alcoholism and drug abuse and enhancing

care of individuals through treatment, education, and prevention programs.

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