

RESOLUTION NUMBER R- 299795

ADOPTED ON NOV 08 2004

WHEREAS, the San Diego County Youth Council and the North City Prevention Coalition work together to reduce alcohol related problems among the youth in our community; and

WHEREAS, alcohol is considered the number one drug of choice for youth; and

WHEREAS, Halloween is one of the top three holidays targeted for alcohol advertising next to the Super Bowl and New Year's; and

WHEREAS, Halloween is a traditional, youth-focused day with more kids walking in the streets in the evening than any other day of the year; and

WHEREAS, Halloween has one of the highest DUI rates of the year and sees an increase in alcohol-related accidents; and

WHEREAS, alcohol is one of the highest leading causes of death among the youth in our country, killing 6 ½ times more youth than all other illicit drugs combined; and

WHEREAS, a federally funded study of 1,000 young people found that exposure to alcohol advertisements affects whether young people will drink alcohol; and

WHEREAS, a study of children ages nine to eleven found that children were more familiar with Budweiser's television frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers, or Smokey the Bear; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby commend the San Diego Youth Council for their outstanding effort to keep our youth safe and protected.

BE IT FURTHER RESOLVED, that October 25 – 31, 2004, be and is hereby declared to be **“HANDS OFF HALLOWEEN WEEK”** to remind advertisers of the dangers of promoting alcohol in conjunction with the holiday.

APPROVED: CASEY GWINN, City Attorney

By *Catherine Bradley*
for Stuart H. Swett
Senior Deputy City Attorney

SHS:jab
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Or.Dept:Council-Maienschein
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