

American Council on Alcohol Problems

Resolution Regarding Bud Light's 'Up for Whatever' Weekend in Crested Butte, Colorado

Whereas, Anheuser-Busch flew one thousand young people to the small mountain town of Crested Butte, Colorado for a weekend that was a part of Bud Light's "Up for Whatever" advertising campaign in exchange for \$500,000; and

Whereas, the beer giant completely made over the town into a fantasy Bud Light drinking community with painted blue streets, hot tubs, concerts with laser lights, beach parties, and all the free beer the youth could drink; and

Whereas, town leaders were secretive about the way the deal was made with the beer company and many residents were rightly concerned about the bad precedent that it sets; and

Whereas, there is a national outcry over underage drinking, binge drinking, and very troubling statistics concerning drinking by college students; and

Whereas, research clearly demonstrates that alcohol advertising and marketing plays a significant role in influencing youth expectations and attitudes about drinking; and

Whereas, the very nature of this kind of advertising campaign by Anheuser-Busch is directed toward youth in general, but more specifically toward college students; and

Whereas, the message that it sends to youth is misleading, damaging, and can even be deadly – the message that a good time means the same as "drinking time" and that alcohol "fuels the fun" and makes one "up for whatever"; and

Whereas, government officials, educators, parents, and various community leaders must work together to protect and educate youth about the serious inherent risks in underage drinking, binge drinking, and college-age drinking, working to prevent and discourage it, and never celebrating it;

THEREFORE BE IT RESOLVED that the American Council on Alcohol Problems condemns the advertising collaboration between Anheuser-Busch and Crested Butte, Colorado, as a sell-out of our nation's youth in pursuit of ill-gotten gain; and

BE IT FURTHER RESOLVED this resolution should be sent to the Mayor and Town Council of Crested Butte, Colorado.