



ILCAAAP

**Illinois Church Action on Alcohol
& Addiction Problems**

September 30, 2015

**Social media alcohol marketing targeting
underage and young drinkers**

Four Loko Gold

In a prime example of **alcopop producers' youth-focused social media promotion with intensive user engagement**, Phusion Projects recently launched **Four Loko Gold**. The new mystery-flavored supersized alcopop **was marketed solely on social media platforms (Facebook, Instagram, Twitter) for the first several months of its release.**

At 14% ABV and 23.5 oz., **Four Loko Gold contains** 5.5 standard drinks in one single-serve container, **the highest alcohol content of all Four Loko products.**

Initially released in just a limited number of states, **young drinkers flocked to social media sites in attempt to locate retailers selling the new product.** In the meantime, Four Loko sponsored parties and contests for users to find out where the elusive Gold was served. **To gain access to the location of the parties, users had to RSVP through social media channels.** <https://alcoholjustice.org/watchdogging-2/in-the-doghouse/1170-four-loko-gold>

Note: *ILCAAAP opposed HB 3237 because of concerns about social media promotions marketing alcohol to underage and young adults.*

Underage drinking costs Illinois citizens over \$2.9 Billion a year for medical costs, traffic crashes, youth violence, property crime, youth injury, and treatment costs. **Each year the impact of college students drinking includes :**

- ***Death: 1,825 college students*** between the ages of 18 and 24 die each year from alcohol-related unintentional injuries.
- ***Assault: More than 690,000 students*** between the ages of 18 and 24 are assaulted by another student who has been drinking.
- ***Sexual Abuse: More than 97,000 students*** between the ages of 18 and 24 are victims of alcohol-related sexual assault or date rape.
- ***Injury: 599,000 students*** between the ages of 18 and 24 receive unintentional injuries while under the influence of alcohol. <http://www.niaaa.nih.gov/alcohol->

[health/special-populations-co-occurring-disorders/college-drinking](#)

Please stop passing laws that increase profits for alcohol companies while increasing alcohol use and abuse, which increases COSTS for ALL, whether you drink or not.

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