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HOUSE JOINT MEMORIAL 60

44TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 1999

INTRODUCED BY

Miguel P. Garcia

A JOINT MEMORIAL

REQUESTING THE NEW MEXICO CONGRESSIONAL DELEGATION TO PURSUE
FEDERAL LEGISLATION BANNING ALCOHOL ADVERTISEMENTS THAT TARGET
CHILDREN AND ENCOURAGE CHILDREN TO DRINK ALCOHOLIC BEVERAGES.

WHEREAS, the legislature of the state of New Mexico is
concerned about underage drinking in our state and feels that
the need to prevent young people from being encouraged to
consume liquor is becoming increasingly apparent; and

WHEREAS, the median age at which children begin drinking
is just over thirteen years; and

WHEREAS, many students in grades five through twelve say
that alcohol advertising encourages them to drink; and

WHEREAS, the legislature of the state of New Mexico
believes that some producers of alcoholic beverages produce
advertisements using images of animated animals that target

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young people; and

WHEREAS, this type of advertising glamorizes alcohol and
tempts kids to drink before they are ready; and

WHEREAS, New Mexico families are in need of child-proof
advertising;

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
STATE OF NEW MEXICO that the New Mexico congressional
delegation pursue federal legislation banning alcohol
advertisements that target children and encourage children to
drink; and

BE IT FURTHER RESOLVED that copies of this memorial be
transmitted to members of the New Mexico congressional
delegation.