

December 9, 2008

Mr. Jeff Becker, President
Beer Institute
122 C Street, NW
Suite 350
Washington, D.C. 20001-2150

Dear Mr. Becker:

It has come to our attention this holiday season that three major brands of Beer Institute member companies are engaged in sponsorships of Santa-themed “bar crawl” promotions in violation of the Beer Institute Advertising and Marketing Code (January, 2006 edition). The code states in Guideline #3 that beer marketing “should avoid elements that appeal primarily to persons under the legal drinking age,” and that “beer advertising and marketing materials should not depict Santa Claus.” Examples of the violations are as follows:

- *Coors Light* is sponsoring “Running of the Santas” bar tours taking place in participating cities including: Philadelphia, Pittsburgh, Boston, Chicago, Washington, DC, Indianapolis, Key West, Minneapolis, Denver, Louisville, Nashville and San Diego. The *Coors Light* logo and product image appear prominently on promotional flyers for the event (enclosed).
- Miller brands, including *Miller Lite*, *Miller Chill*, *Leinenkugels*, and *Sparks*, are listed as sponsors of the Santa-themed “Miracle on 3rd and 4th Street” bar tour which took place in Washington, DC on December 6, 2008. The Miller brands are featured on the Santa-themed flyer (enclosed).
- Anheuser Busch’s *Budweiser* and *Bud Light* are depicted as sponsors of an “Atlanta Santa Pub Crawl” on the “myspace.com” page for that event (printout enclosed).

We can appreciate as much as anyone the fun of Santa costumes and the virtue of donating to charitable causes (which is often the pretext used to legitimize such drinking-fests). However, the sponsorship of such events by beer brands and the use of brand logos in related promotional materials are violations of the Beer Institute Advertising and Marketing code. Even assuming such events are intended only for adults, they often take place (at least in part) outdoors and during daytime or early evening hours, exposing kids and families to the spectacle of a favorite childhood holiday icon being exploited to promote drinking.

We urge you – and the Code Compliance Review board – to advise member companies to pull their sponsorship from Santa-themed drinking promotions that are in violation of the code, and to refrain from involvement in such marketing in the future.

Best Regards and Happy Holidays,



George A. Hacker

Director

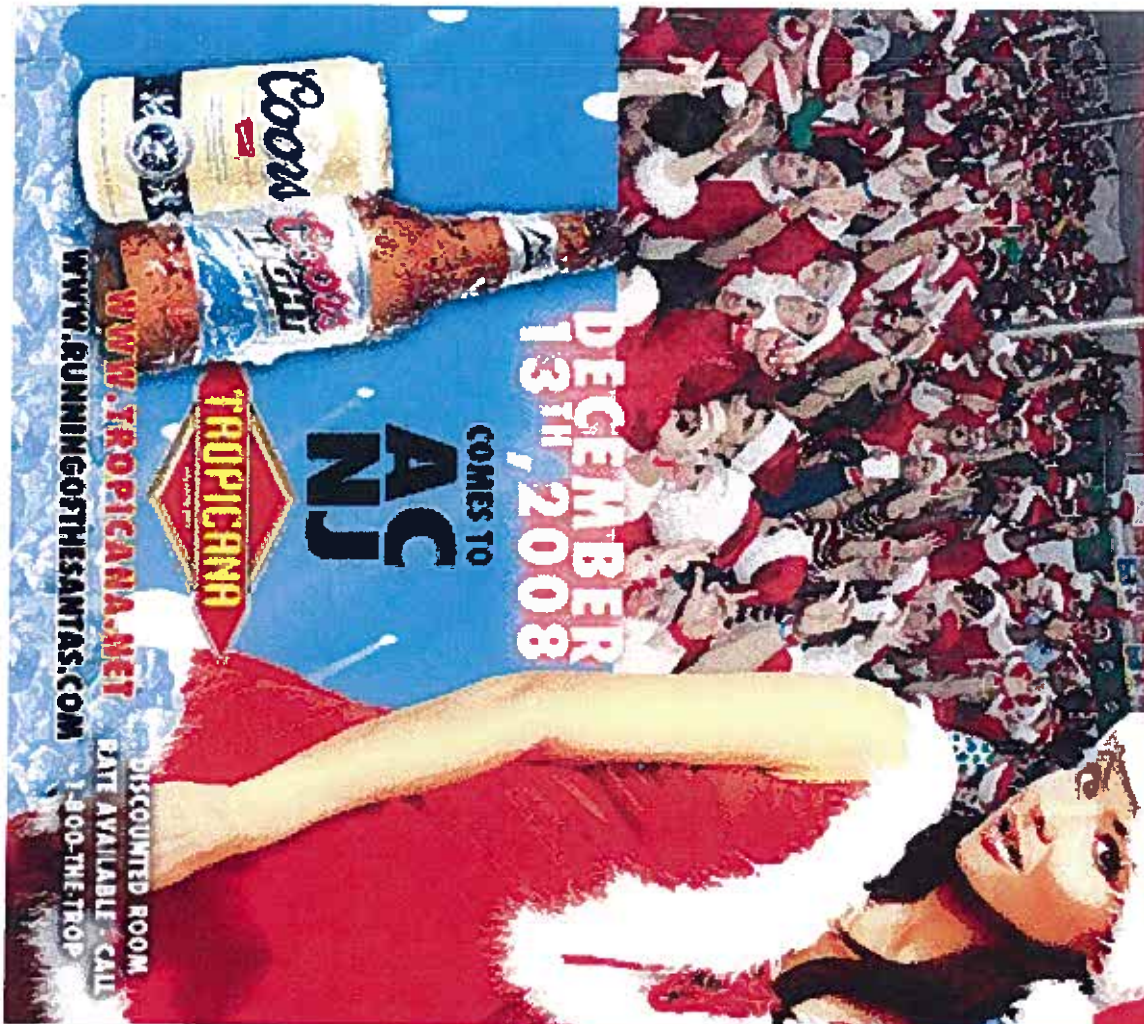
Alcohol Policies Project

cc: Janet Evans, FTC
W. Leo Kiely III, CEO, MillerCoors
Dave Peacock, President, Anheuser-Busch
Santa Claus, North Pole

encl.

Running of the Santas

WORLD'S LARGEST 2009 5K/10K



DECEMBER 13TH, 2008

COMES TO
AS NJ

TROPICANA

WWW.TROPICANA.NET

WWW.RUNNINGOFTHE SANTAS.COM

DISCOUNTED ROOM RATE AVAILABLE CALL 1-800-THE-TROP

REGISTRATION & WRISTBAND PICK-UP @ FIREWATER'S IN THE MARKETPLACE

SOUTH POLE

START HERE: 4:00-5:00PM

FIREWATER'S-THE MARKETPLACE

\$3 COORS LIGHT BOTTLES
\$3 LEMONADES WITH PROCEEDS DONATED TO ALEX'S LEMONADE

SOUTH POLE: 5:00-6:00PM

BOOTERS-THE MARKETPLACE

\$3 COORS LIGHT BOTTLES
\$3 LEMONADES WITH PROCEEDS DONATED TO ALEX'S LEMONADE

DOWN THE BOARDWALK, TO THE NORTH POLE (THE QUARTER), ESCORTED BY THE WONDERFUL GIRLS FROM HOOTERS

NORTH POLE 6:30 - 9:00 PM

THE QUARTER

A DAM GOOD SPORTS BAR, HOTTEST SANTA CONTEST & DJ \$5 COORS LIGHT 400Z BOTTLES

AFTER PARTY @ PLANET ROSE AND PROVIDENCE

CARMINE'S WILL OFFER A CARMINE'S SPECIAL PASTA, CARDS IN A CUP FOR \$5, FROM 4-10PM.

Running of the Santas

****OFFICIAL RUN**
6:00 PM SHARP**

MILK WILL BE SERVED WITH TWO OTHER 2009 BOOTHED CALORIE GELS



WWW.RUNNINGOFTHE SANTAS.COM



WHAT IS IT?

The Running of the Santas™ is an annual bar tour. What started with 40 santas in Philadelphia has turned into a national phenomenon. The goal is to raise money for a local charity while getting a lot of santas together for one big party. In Philadelphia, over 5,000 santas are expected at the event in 2008. Live bands, great beer specials, a Hottest Santa Contest, and a short "RUN" (two blocks) is what makes the Running of the Santas™ something special.

This year's cities participating in the Running of the Santas™ include:

PHILADELPHIA - PITTSBURGH - BOSTON - CHICAGO - WASHINGTON DC -
 INDIANAPOLIS - KEY WEST - MINNEAPOLIS - DENVER - LOUISVILLE - NASHVILLE - SAN DIEGO



A portion of the proceeds from ROS events benefit the following:



[Home](#) • [What is it?](#) • [Photos/Video](#) • [Media](#) • [Sponsors](#) • [Charities](#) • [History](#) • [Contact](#)

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LINDY PROMOTIONS AND MILLER LITE PRESENT

MIRACLE ON 3rd & 4th STREET

Holiday Bar Tour

DATE:
SATURDAY, DECEMBER 6TH, 1-9PM

REGISTER 1-6PM AT:
HAWK 'N' DOVE
(PENNSYLVANIA AVE. SE CORN 3RD & 4TH ST.)

ENJOY:
\$2 MILLER LITE
\$3 MILLER CHILL & SUNSET WHEAT
\$3.50 SPARKS
GREAT FOOD SPECIALS UNTIL 9PM!

TICKETS:
\$7 IN SANTA SUIT OR HOLIDAY GARB
OR WITH DONATION OF A TOY
(BENEFITING TOYS FOR TOTS)
\$10 WITHOUT
FREE SANTA HAT TO FIRST 500 REGISTRANTS!



PARTICIPATING BARS:
Hawk n' Dove • Thai Roma • Tune Inn
Pour House • 18th Amendment
Ugly Mug • Bullfeathers

MUST BE 21+
WWW.LINDYPROMO.COM 301-652-7712

@ McFadden's Saloon

461 N 3rd Street,
Philadelphia, PA 19123

[View map](#)

Running of the SANTAS!

Tickets to McFadden's are \$15 in advance (\$25 at the door), Free Entry, 21+ to enter



[Enlarge image](#)

Philly's Biggest Santa Pub Crawl Returns!

Philly's Biggest Santa Pub Crawl Returns!

Check out RUNNINGOFTHESANTAS.com for details, a list of bars and all of the drink specials! It all starts at 9am with awesome live music and Coors Light specials all day and night! Start at one of many bars in the Philly/south jersey area during the day. Make your way to Finnigan's Wake on 3rd and Spring Garden by 3pm. At 6pm, thousands of Santas will run down 3rd street (1 block) to the North Pole (McFadden's on 3rd Street) with live entertainment by 3 bands, including MR. GREENGENES!! This event is presented by RUNNINGOFTHESANTAS.com and sponsored by **COORS LIGHT!**

Tickets to McFadden's are \$15 in advance (\$25 at the door). Get them before they sell out!!

9am:

Shady Katie's

noon-3pm:

Paddy Wacks, Road House, The Bayou, Urban Saloon, Buckheads, Field House, Pour House

3-6pm:

Finnigans Wake

6-2am:

McFadden's 3rd St.

For More Info Visit: www.RUNNINGOFTHESANTAS.com

Free Myspace



BP-Grafix

User Shortcuts:

Web Search

Home Browse People Find People Forums Music Video More

Log In Sign Up

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008



"It's Almost Time.....Santa Pub Crawl 2008!!! ..



ti"

Male 91 years old Atlanta, Georgia United States

Last Login: 10/6/2008

View My: Pics Videos

Contacting ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- IM / Call
- Block User
- Add to Group
- Rank User

MySpace URL: http://www.myspace.com/raddamania

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Interests

General



ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008 is in your extended network

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Latest Blog Entry [Subscribe to this Blog]

Pub Crawl 2007 (view more)

SANTA PUB CRAWL 2006 (view more)

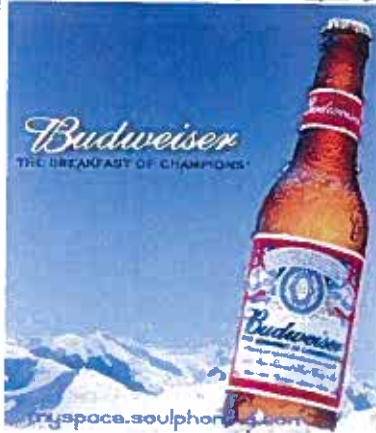
[View All Blog Entries]

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Blurbs

About me:

That's right, it's that time again! Sponsored by Bud Light, The 16th Annual Atlanta Santa Pub Crawl has been cleared by the Big Guy at the North Pole for Saturday, December 13th, 2008. All previous years have been loaded with good cheer and this year it appears that we'll have more Santas than ever before! Myspace Contact Tables Myspace Backgrounds

SANTA PUB CRAWL



Get this picture!





Santa Pub Crawl is a blast each year. It's a great way to meet new friends and have some drinks in the spirit of Christmas. Santa Pub Crawl is also a great way to show the community you care. Toys for Tots is one of the best charities/organizations that raises money and collects gifts for underprivileged children. It will only cost you \$5-\$10 but will be priceless to a young child on Christmas Day. So please, everyone that you speak to, everyone that you invite, please ask that they bring a little toy with them as well. We will be collecting UNWRAPPED gifts at Front Page News.



Just like previous years, Santa/Christmas costumes are mandatory. Santa suits can be purchased at any Wal-Mart or Kmart for approx. \$25. This is a high quality suit that should just last until last call. Of course, we encourage you to be CREATIVE and come up with any other type of Christmas costume your devious minds can imagine.

Music

<http://www.GlitterMaker.com/> - Glitter Graphics

<http://www.GlitterMaker.com/> - Glitter Graphics Contact
 Ryan Radding:
 Ryan.radding@gmail.com or
 678-361-0093.

Movies



Myspace Comments
 Myspace Countdown Clocks at WishAFriend.com

Who I'd like to meet:

HAPPY HOLIDAYS

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Friend Space (Top 10)

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008 has 64 friends.

Greenville Santa Pub Crawl



Carla Clark



Jessica



Kelly



Front Page News



Jodi



Ryan



Rebecca



erin



Sutra Lounge



View ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Friends: [All](#) | [Online](#) | [New](#)

ATLANTA Santa Pub Crawl 2008 : DEC 13, 2008's Friends Comments

Displaying 11 of 11 comments ([View All](#) | [Add Comment](#))

MarieATL



Feb 28 2008 8:37 AM

Are you like me? [Take my "Just for fun!" Quiz to find out!](#)

Greenville Santa Pub Crawl

Feb 11 2008 4:43 AM

rip mike :*(

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile.friendid.1187328.cn>

Television

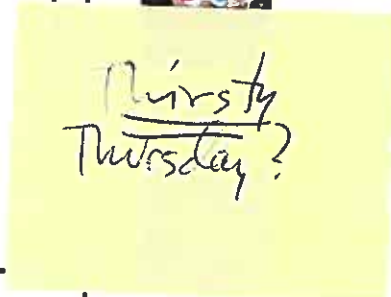


Greenville Santa Pub Crawl

Jan 29 2008 12:52 AM

when did myspace start allowing nudity, can't believe she went to school with us. Check out her profile LOL.

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile.friendid.91878802.cn/>



2007 1:40 PM

a Pub Crawl was so much fun.. came jama for it and it was definitely worth wait for next year.

ATLANTA Santa Pub Crawl 2008 :
DEC 13, 2008's Details
Status: Swinger
Body type: 7' 0"
Zodiac Sign: Libra

MarieATL

Dec 11 2007 8:57 AM



Hated to miss it this year!! Hope everyone had a blast although there's no way not to when you're the Host!! :)

MISS JRB!

Dec 11 2007 2:35 AM



Did you have to put my ass on here? That is for you eyes only!!!!!!!!!!!!

Dec 5 2007 9:16 AM



I am devastated to miss my first SPC in 6 years, I'm in a wedding in Mississippi, I am sure it won't be the same without me but try to have fun! Cheers!!

Craig

Dec 4 2007 8:54 AM



It's Holiday Halloween in December

Classy Atlanta Peach

Dec 1 2007 10:37 AM





Carla Clark

Nov 18 2006 11:02 AM



You can dress up as whatever you want: an elf, Mrs. Clause, a snowman, a sexy Santa's helper, anything that has to do with Christmas=) It is always a blast so spread the word!

~EUN~

Nov 17 2006 2:44 PM



Ummmm....what are you supposed to be? Are you the santa's wife?

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