



PRESS RELEASE

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The Boozification of the Royal wedding About Grownups who don't know how to party

Today is the big day. Media frenzy is at its height and people's expectations are on their peak when the highly anticipated Royal wedding in London, UK will take place. But as Britain prepares for the festivities, there's not only controversy about wedding dresses, wedding date, etiquette and so on. There is also some controversy if pubs and bars should or should not be allowed to open longer and if it should be allowed to be "lax on the rules" [1].

"The world doesn't need more booze, Europe doesn't need more booze and Britain surely doesn't need more booze", says Andrea Lavesson, who is the President of Active – sobriety, friendship and peace, and continues: "Every time there is a big event, we hear these calls for a suspension of existing rules, so that grownups could use more alcohol. But more alcohol means more violence, more road accidents, more suffering and deaths. And all that certainly doesn't belong to festive occasions like today."

In Wales and England liquor laws allow the Secretary of State to order relaxing licensing hours and allowing pubs to be open longer than normal. While the alcohol industry has been calling for "relaxing" existing rules some licensing boards are refusing this practice. The number of alcohol-related deaths in the UK has increased since the early 1990s and the economic and social costs of alcohol in Britain are enormous.

"The boozification of cultural and societal events brings profits to the alcohol industry but society, and young people especially, pay for it in the long run," emphasizes Andrea Lavesson from Active.

"Two issues are important here and must be remembered also on a day like this", explains Andrea Lavesson, "Europe is the heaviest drinking region in the world, and the UK is doing its part. All that causes harm which is why there are now efforts to reduce and prevent alcohol harm both in the EU and in the UK. We simply cannot afford to sabotage these efforts just because grownups want to party. Secondly, all too long did the adult world perpetuate the myth that alcohol equals party. Like this the grownups teach, as we can see today, to associate alcohol with party, fun and breaking rules. And when people expect to experience something – to feel good, to be happy – this feeling will occur. Booze has become a giant placebo. It's time now to start questioning the reflexive calls for more booze every time adults want to celebrate."

[1] <http://www.medicalnewstoday.com/articles/223668.php>

"Active- sobriety, friendship and peace" is a non - governmental organisation gathering European youth temperance organisations working for a democratic diverse and peaceful world free from alcohol and other drugs where an individual can live up to her full potential. Active has more than 25 000 members in 26 European countries.