

# The MADDvisor

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## Free the Bowl

The Marin Institute, an alcohol industry “watchdog,” protects the public from the impact of negative practices by the alcohol industry. This year, the Marin Institute invites the public to create their own anti-beer ad for the 2009 Free the Bowl Video Contest. The winner will receive a 13” Apple Macbook. Every year the Super Bowl advertises the country’s top beer seller, Anheuser-Busch to the largest youth TV audience.



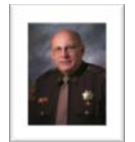
- In 2008, an estimated 30 million underage youth saw more beer ads than any other single product during the Super Bowl. Millions more viewed beer ads online after the game.
- The more youth are exposed to alcohol advertising, the more likely they are to drink, and drink to excess.
- 10.7 million underage youth drink; 7.2 million binge drink.

If you are interested in creating your own anti-beer ad, visit the Free the Bowl website at

[http://www.freethebowl.com/site/index.php?option=com\\_content&view=article&id=156&Itemid=46](http://www.freethebowl.com/site/index.php?option=com_content&view=article&id=156&Itemid=46).

## Spotlight on SOC

This month MADD highlights SOC member Russ Zeeb. Russ currently serves on the SOC Public Policy Committee. Russ is a Lieutenant and Day Patrol Commander for the Sarpy County Sheriff’s Department where he has worked for 35 years. Russ is also Chairman of the Nebraska Law Enforcement Memorial, a member of the Nebraska Jail Standards board, and an executive board member with the Nebraska Fraternal Order of Police. Russ was honored in 2008 by the Nebraska Safety Council as Public Servant of the Year and by the Metro Omaha Police Chiefs’ Association for dedicated service. Russ has one daughter, Stephanie, who is Assistant Attorney General for the State of Nebraska. MADD would like to sincerely thank Russ for his years of service and volunteerism to make Nebraska a safer place to live and grow.



## Nebraska Happenings



Victim Impact Panel: Douglas County, Metropolitan Community College Industrial Training Center, Omaha, NE, January 13

Lincoln area Community Action Site meeting, January 14, 5:30 pm, MADD State Office

## From the Executive Director. . .

Dear MADD Friend:

As the executive director, I cannot over state the importance of passing a primary seatbelt law. Nebraskans could gain as much as 9 million dollars with the passage of a Primary Law, nothing to sneeze at these days!

**It is essential that every MADD member contact their state senator to let them know that you strongly support this bill.** <http://www.nebraskalegislature.gov/index.php>. Young people in rural areas are being ejected from motor vehicles at an alarming rate. It is incumbent upon all of us to reduce motor vehicle injuries and fatalities to ensure a better quality of life for our community members. Additionally, we all know too well that we can control our driving but we cannot predict the condition of other drivers on the road with us. With that in mind, **our best defense against drunk drivers is to wear our safety restraint every time.** If we care enough not to drink and drive because we understand the pain it causes so many people, then we should also understand the importance of buckling up each & every time we get in the car. **Pass the word on and please write your state senator today!** If you do not know who your state senator is please call the MADD Nebraska State Office (800-444-6233) and I will be glad to help. Again, thank you for your continued support to ensure our public roadways are safe for all who travel on them.



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Toll-Free: 800.444.6233 | Crisis: 877-MADDHELP | [www.maddnebraska.org](http://www.maddnebraska.org)