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PRESS RELEASE

FOOTBALLERS PROMOTE BEER, BUT NOT SPORT OR HEALTH.

In these times of the end of the pandemic and the return of the public to sporting events, the alcohol industry could not miss the opportunity to promote alcohol consumption on screens around the world. The Euro 2021 soccer Championship, which is taking place in several European countries, was the ideal opportunity. The press conferences of the coaches and international football players are held in front of a desk on which a bottle of beer, sometimes without alcohol, is systematically displayed in addition to the apparent advertising in the background. It doesn't seem to bother these soccer stars to talk about match strategy and at the same time promote beer, which is obviously not contributing to increased performance, like all alcohol. Whether the bottle in question is alcohol-free or not, does not change the issue, because the main thing is that the international brewer advertises, directly or indirectly, for the world of the alcohol brand.

And in case the beer bottle is misframed or pushed aside by a player, the beer brand logo appears in the panel behind it. Because the Heineken Brewery has made sure that it is present on all the images, from all angles, and especially that all young soccer fans will see them. Because the objective is clear and pursued with determination: it is a question of associating in the minds of the spectators, but especially of the young spectators, the nobility of the sport and the consumption of alcohol.

All the scientists and health actors worldwide agree, in a consensual manner, on the fact that any consumption of alcohol presents a risk for health. That is why the signatories of this text urge the sports and health authorities of European countries to stop tolerating the direct or indirect promotion of alcohol during an international sports competition such as Euro 2021.

Because these practices are not health-promoting and do not honour sport.

- **Rocha Almeida**, Portuguese Association of Adictology, Président, **Portugal**
- **Bernard Basset**, Association Addictions France, Président, **France**
- **Amine Benyamina**, Fédération Française d'Addictologie, Président, **France**



- **Gallus Bischof**, German Society for Addiction Psychology, **Germany**.
- **Jørgen G. Bramness**, European Federation of Addiction Societies (EUFAS) **Norway**
- **Massimo Clerici**, Italian Society for Addiction Psychiatry, **Président, Italy**
- **Tiziana Codenotti**, Eurocare, **President, EU**
- **Colin Drummond**, Professor of Addiction Psychiatry President of the European Federation of Addiction Societies (EUFAS), and also as the Chair of the UK Medical Council on Alcohol. **United Kingdom**
- **Conor Farren**, Irish representative to EUFAS **Ireland**
- **Luiz Gamito**, Portuguese Association of Adictology, **Portugal**
- **Sheila Gilheany**, Alcohol Action Ireland CEO, **Ireland**
- **Karine Gallopel-Morvan**, professor of social marketing, EHESP, **France**
- **Ian Gilmore**, Chairman, Alcohol Health Alliance UK, **United Kingdom**
- **Nijole Gostautaite Midttun**, Lithuanian Tobacco and Alcohol Control Coalition, **Lithuania**
- **Alastair MacGilchrist**, Scottish Health Action on Alcohol Problems (SHAAP) Chair, **Scotland**
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- **Cécile Knai**, Professor of Public Health Policy, London School of Hygiene & Tropical Medicine, **United Kingdom**
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- **Cristina Ribeiro** Presidente da Direção da APMA (ASSOCIAÇÃO PORTUGUESA DE MEDICINA DA ADICÇÃO - ALCOOLISMO E TOXICODEPENDÊNCIAS), **Portugal**



- **Emanuele Scafato**, (Società italiana di Alcolologia), **Italy**
- **Guri Spilhaug**, leader of NFRAM, The Norwegian Association of Addiction Medicine, **Norway**
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