



FOR IMMEDIATE RELEASE

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## Help hold Big Alcohol accountable for damaging public health and diminishing social justice.

### Join the Alcohol Industry Watchdog!

SAN FRANCISCO, CA (December 21, 2021) – Hi, I’m Cruz Avila, the newest member of the [Alcohol Justice](#) work [family](#) (Executive Director since September). I’ve joined an organization that has been working nonstop for the past 35 years as the alcohol industry watchdog with a bite as well as a bark. Alcohol Justice [thrives](#) on taking effective actions against a rapacious industry that preys upon the disadvantaged, the marginalized, and those too young to see beyond the seductive marketing of truly dangerous products.

I am honored and blessed to join the efforts to reign-in Big Alcohol by constantly elevating the health and safety of our vulnerable communities above industry profits. At this time of the year – *the season of giving* – we ask for your continued support of these efforts. It’s time to join or renew your [membership](#) in Alcohol Justice.

**JOIN US...**

To promote evidence-based public health policies in organized campaigns with diverse communities and youth against alcohol and other drug industries’ harmful practices

**Join now!**

[WWW.ALCOHOLJUSTICE.ORG](http://WWW.ALCOHOLJUSTICE.ORG)

*Please consider joining by:*

1) Making a charitable gift by the end of the month through the Alcohol Justice [Donation Page](#)

2) [Learning more](#) about Alcohol Justice campaigns and projects

- [California Alcohol Policy Alliance \(CAPA\)](#)
- [Youth for Justice](#)
- [.05 Saves Lives](#)
- [Los Angeles Drug and Alcohol Policy Alliance \(LADAPA\)](#)
- [Free Our Sports](#)
- [Proyecto Latino TAM](#)
- [Native Americans Take Action](#)

3) Signing-up for Alcohol Justice [eNews and Action Alerts](#)

4) Following and friending Alcohol Justice on our social media platforms

- [Facebook](#) - @AlcoholWatchdog
- [Twitter](#) - @AlcoholJustice
- [Instagram](#) – @alcohol\_justice
- [YouTube](#) - @AlcoholJustice

I'm deeply grateful to be here and for your interest and generosity. By [joining](#) with us in the final month of 2021, we will move forward together in 2022, to hold Big Alcohol accountable for damaging public health and diminishing social justice.

From my [work family](#), as well as my personal family, to you and yours, best wishes for safe and peaceful holidays, and a kinder, more equitable new year.



**Cruz Avila**  
**Executive Director**  
[Alcohol Justice](#)

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