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New Alcohol Brand: Marin Institute Renamed 'Alcohol Justice'

SAN FRANCISCO, CA (July 27, 2011) – The alcohol industry watchdog formerly known as Marin Institute is now called, 'Alcohol Justice.' The 24 year-old advocacy and research nonprofit made the announcement today as it launched a dynamic new web site at www.alcoholjustice.org and a series of updated fact sheets painting a picture of devastating alcohol-related harm.

"The old name, 'Marin Institute,' is respected but not very informative," stated Bruce Lee Livingston, executive director and CEO of the organization. *"Alcohol Justice organizes campaigns around the nation and globe to reduce alcohol-related harm. Our new name shows that we are vigilant, fair and laser-focused."*



Alcohol Justice seeks changes in the alcohol industry and the ways it is and isn't regulated. The organization combines research, policy, media, and advocacy to mobilize coalitions campaigning to:

- Increase alcohol prices through taxes and fees
- Remove dangerous, youth-oriented products from the market
- Restrict alcohol advertisements and promotion.



"Alcohol industry practices designed to target youth can have especially devastating effects on kids, families, and communities," said Cathy Summa-Wolfe, Alcohol Justice board president. *"Alcohol Justice holds alcohol corporations accountable."*

Alcohol Justice promises to continue to be a thorn in the side of the corporations they call 'Big Alcohol.' Led by foreign-owned Anheuser-Busch InBev, SABMiller, and Diageo, together these global conglomerates control over 80% of the U.S. market and wield tremendous political power. Smaller alcohol companies are also watchdogged by Alcohol Justice, including startups such as Phusion Projects (makers of *Four Loko*) and the new Snoop Dogg-pitched *Blast* by Colt 45. Both alcopop products pose serious public health and safety threats with supersized containers and triple the alcohol content of beer.

"We selected 'Alcohol Justice' to amplify our commitment to empower diverse communities and youth to hold Big Alcohol accountable," added Livingston. *"Alcohol Justice is proud to be the watchdog that directly challenges the political influence and marketing might of global alcohol corporations."*

DISCOVER MORE HERE: www.AlcoholJustice.org