



Name: *Adriana Pinedo,*  
*prevention policy coordinator*

Age: 25

**Alcohol ads are**

*Swallowing our Communities whole. No residents are spared from passing by alcohol signage and the more we allow their presence in our Communities the greater harm they will cause.*

**I Wish You Knew**

*That with every alcohol sign posted there is another attack at our quality of life. With every sign, we are desensitizing our communities further to the harms of alcohol.*

**Today I am asking**

*Last that you strongly consider banning all alcohol signs on public property because our families are hurting and need you to stand up for them and help them get their communities back.*

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**Name:** Eric Vasquez  
Pastor & Resident  
Rock of Faith

**Age:** 27

**Alcohol ads are**

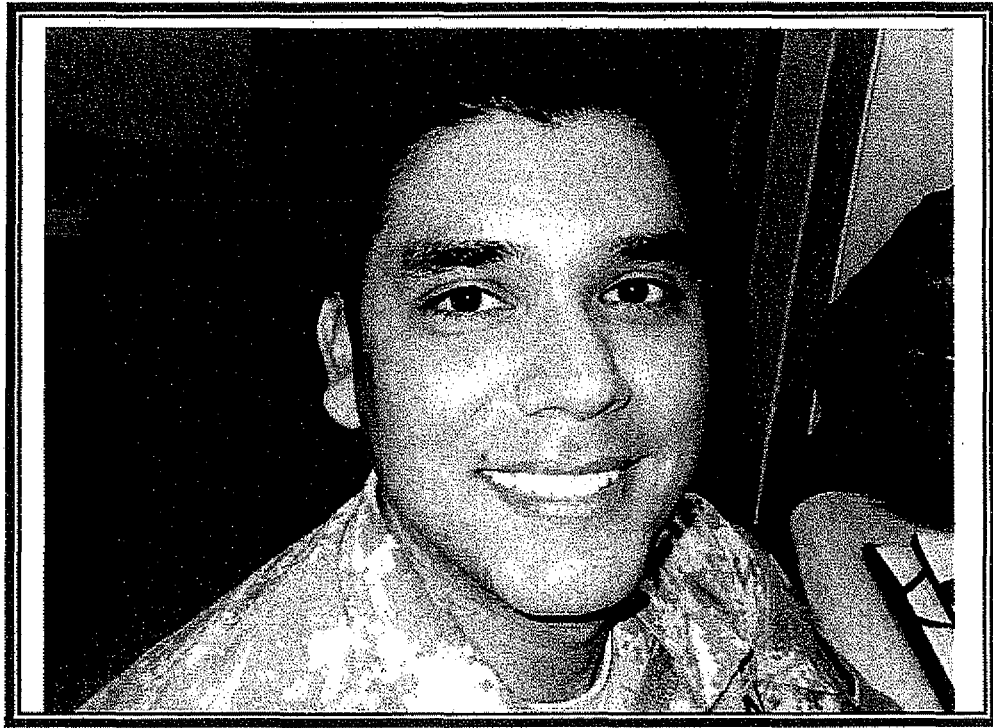
saturating our cities and the youth  
 culture today.

**I Wish You Knew**

the impact it has on our teens. Many under privileged  
 youth are lured into alcohol consumption due to this.  
 underage

**Today I am asking**

you to consider this motion to ban alcohol ads  
 on city owned & controlled property.



Name: GABRIEL SANCHEZ

Age: 30

Alcohol ads are

OVER BEARING. THEY'RE IN THE MEDIA, ONLINE, THROUGHOUT  
THE CITY, IN STORES, ETC. ITS TIME FOR MODERATION.

I Wish You Knew

THE LYRICAL CONTENT OF DRINK IN POPULAR MUSIC TODAY.

Today I am asking

FOR MODERATION, OR ADVERTIZING REGULATION.



Name: Natalie Vigil  
Prevention Specialist, NCADD

Age: 23

**Alcohol ads are**

contributing to alcohol being accepted  
as "normal" by our high school and middle school  
kids

**I Wish You Knew**

how much the messages we see affect  
our decisions and especially affect our youth.

**Today I am asking**

that you help save lives and take  
away these messages that are hurting so  
many families.



**Name: David Martel**

**Age: 39**

**Program Analyst, Pacific Clinics**

**Alcohol ads are already excessive in all types of media, and are particularly pervasive in many low-income minority neighborhoods.**

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**I Wish You Knew the volume of stories of adolescents and adults coming to our treatment programs were abuse of alcohol is an everyday occurrence in the lives of their family and community**

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**Today I am asking that the City of LA take responsibility for itself by approving a ban on alcohol ads on city owned and controlled property.**

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Name: Victor Sanchez

Age: 13

Alcohol ads are

not really needed.

I Wish You Knew

the damage alcohol causes.

Today I am asking

for you not to drink alcohol &  
kill your self.



**Name:** Andrea Risco  
and Family Services Coordinator

**Age:** 38

**Alcohol ads are**

over saturated in the community.

**I Wish You Knew**

our youth and families are  
bombarded by too many alcohol advertisements.

**Today I am asking**

that you decide in favor of banning  
alcohol ads on city owned property.



Name: Diana K. Robertson

Age:

**Pomona Resident**

**Alcohol ads are**

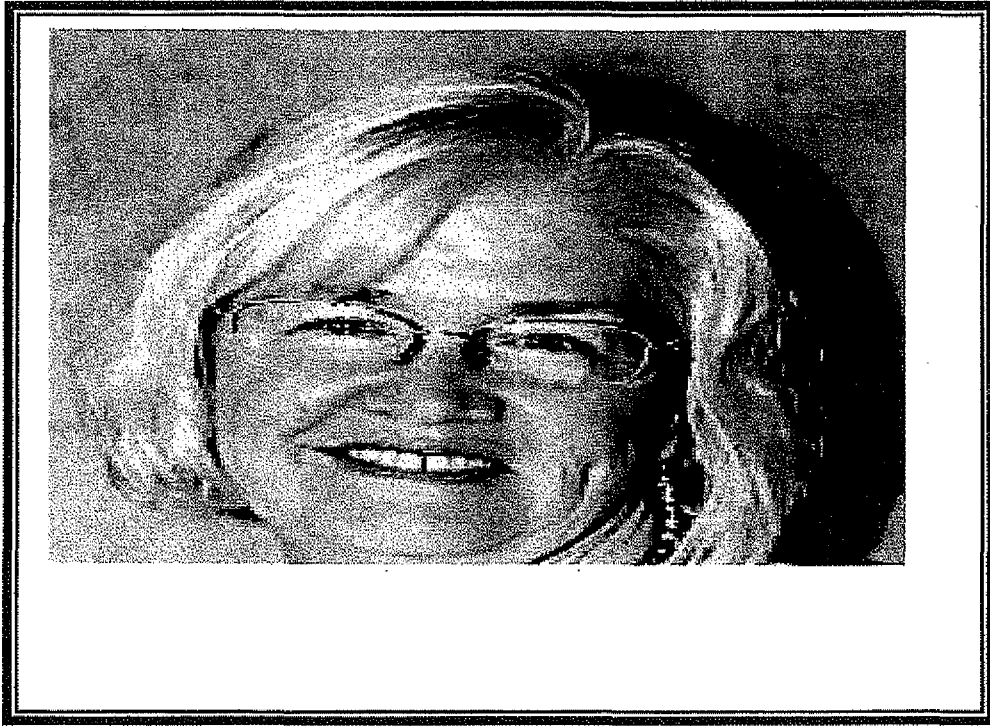
Undermining the family structure. Ads desensitize all to Alcohol and its effects.

**I Wish You Knew**

I am having serious issues with my son(s) over this and Alcohol being so readily available to the youth and it being so "glamorous" and "cool"  
Today I am asking

that you stop the madness. Stop empowering the "Alcohol nation". Don't allow it to be a part of our everyday "normal" lives.





**Name:** Anne Henderson **Age:** 66  
Resident and Co-Chair of Youth and  
Families Master Plan

**Alcohol ads are**

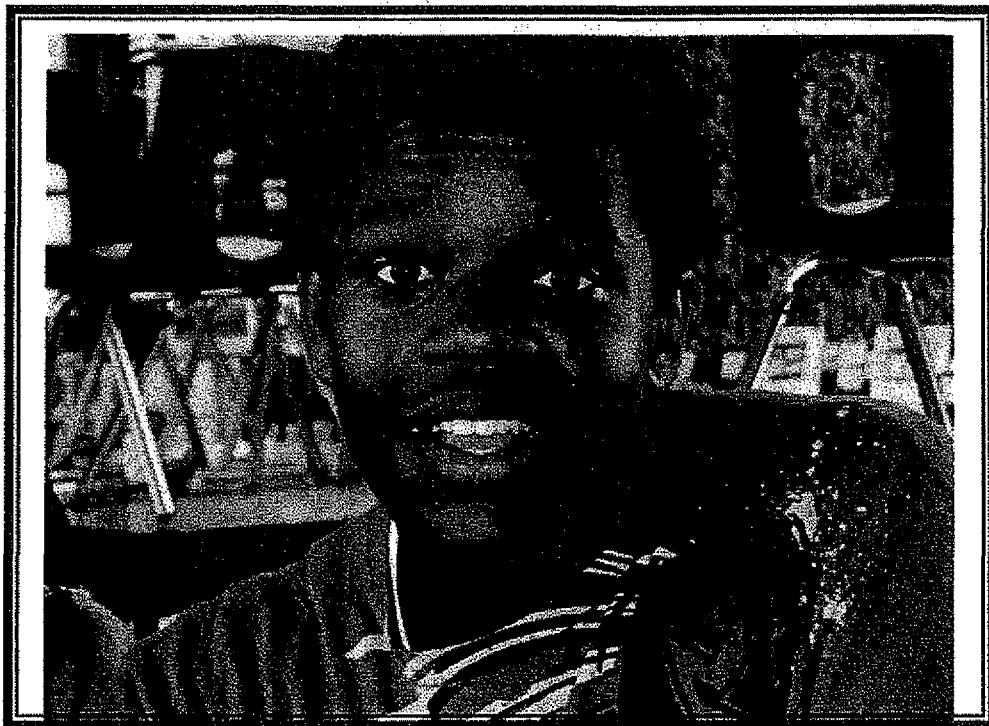
in too many places. This makes it  
seem that everyone thinks drinking is okay.

**I Wish You Knew**

the issues experienced by youth and  
families because of alcohol abuse.

**Today I am asking**

that you ban alcohol advertising on  
city owned and controlled property in A.



Name: *Jolene  
Massengale*

Age: *17*

**Alcohol ads are**

*Alcohol ads are trying to make people think  
it's okay to drink.*

**I Wish You Knew**

*How bad alcohol was for your health.*

**Today I am asking**

*You to stop getting drunk.*



Name: Nancy Matarrita

Age: 52

Global Outreach Ministry

Alcohol ads are

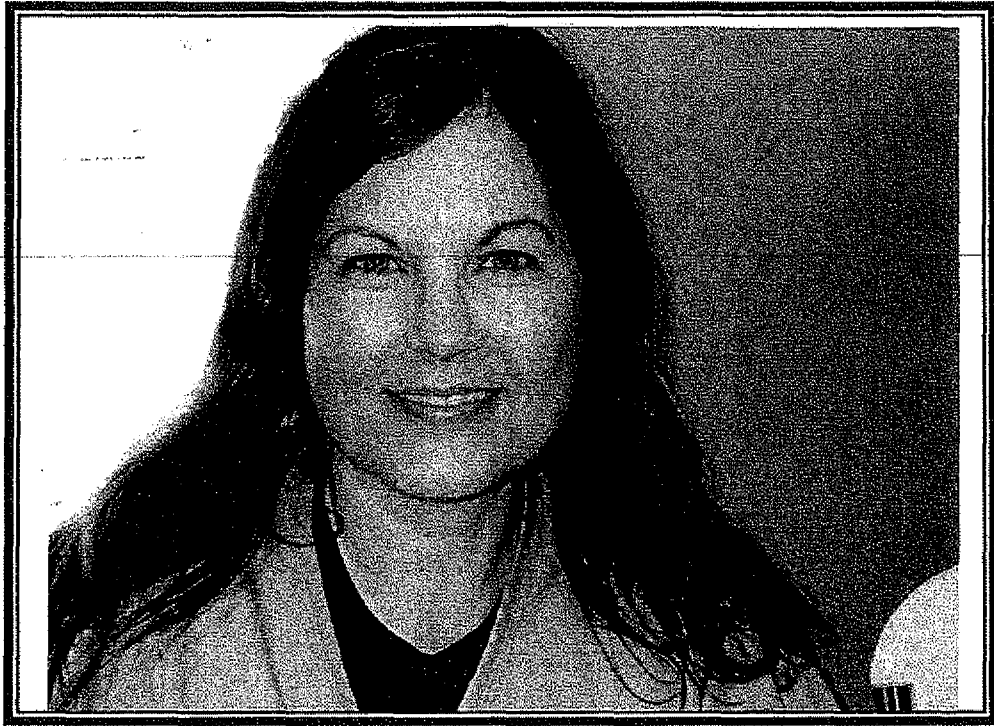
misleading and deceptive since they imply that drinking alcohol is cool, for youth, or make you interesting

I Wish You Knew

that alcohol makes you unconfident, unintelligent, boring, unhealthy, violence inducing & death

Today I am asking

you to not let alcohol advertising litter our eyesight on billboards, bus benches, etc.



Name: *Suzanne Walters*  
Emergency Room RN

Age: 52

**Alcohol ads are**

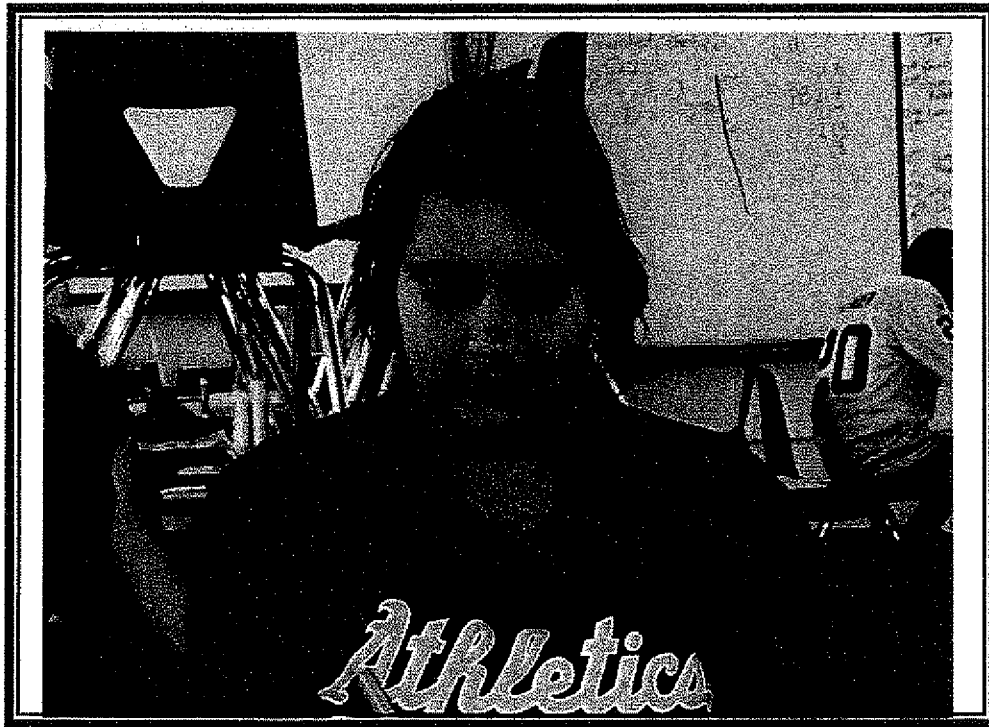
*damaging to the community. They promote alcohol usage as "fun", whereas the potential for injury increases with consumption - and that is not fun.*

**I Wish You Knew**

*The number of Very Drunk teenagers that end up in the Emergency Dept after having "too much fun".*

**Today I am asking**

*that you ban alcohol ads on L.A. City property.*



Name: BabyPaz

Age: 14

Alcohol ads are

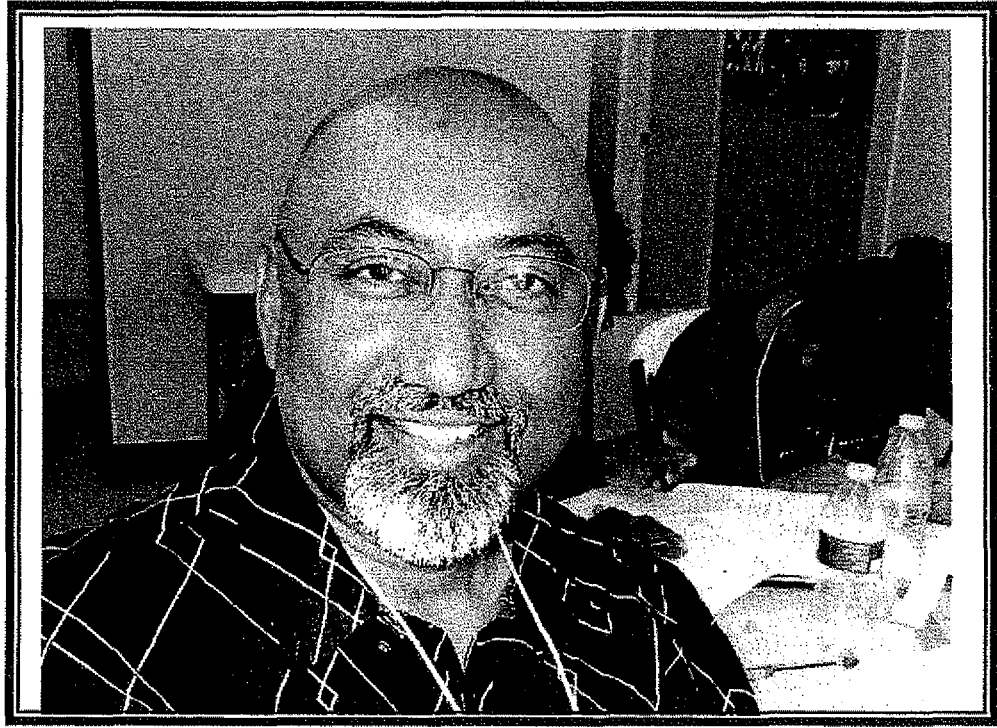
making people of many ages to buy  
beer.

I Wish You Knew

that beer can hurt anyone at all just  
buying one can of beer.

Today I am asking

for beer ads to "STOP"



Name: Shamnarine Rambaran

Age: 51

Pastor

Alcohol ads are deceptive. They draw people into the idea that this product has no bad effects. ~~the~~  
The truth is it does have bad effects including,  
health issues, family issues and even death.

**I Wish You Knew**

The number of young people who are being  
drawn into a lifetime of alcohol abuse because  
of "innocuous" ads.

**Today I am asking**

for the city of LA to start a movement and  
ban alcohol ads from our environment in all  
forms.



Name: Jasmine Jimenez

Age: 14

**Alcohol ads are**

making young people think that drinking alcohol is the right thing to do.

**I Wish You Knew**

that alcohol ads are bad for people.

**Today I am asking**

that alcohol ads should not be placed near elementary schools.



Name: Bianca Rodriguez

Age: 14

**Alcohol ads are**

It makes people drink more  
like it's a perfect life.

**I Wish You Knew**

Ads are a bad thing to people.

**Today I am asking**

To remove the ads from young  
people.





Name: Daniel Mercado

Age: 14

**Alcohol ads are**

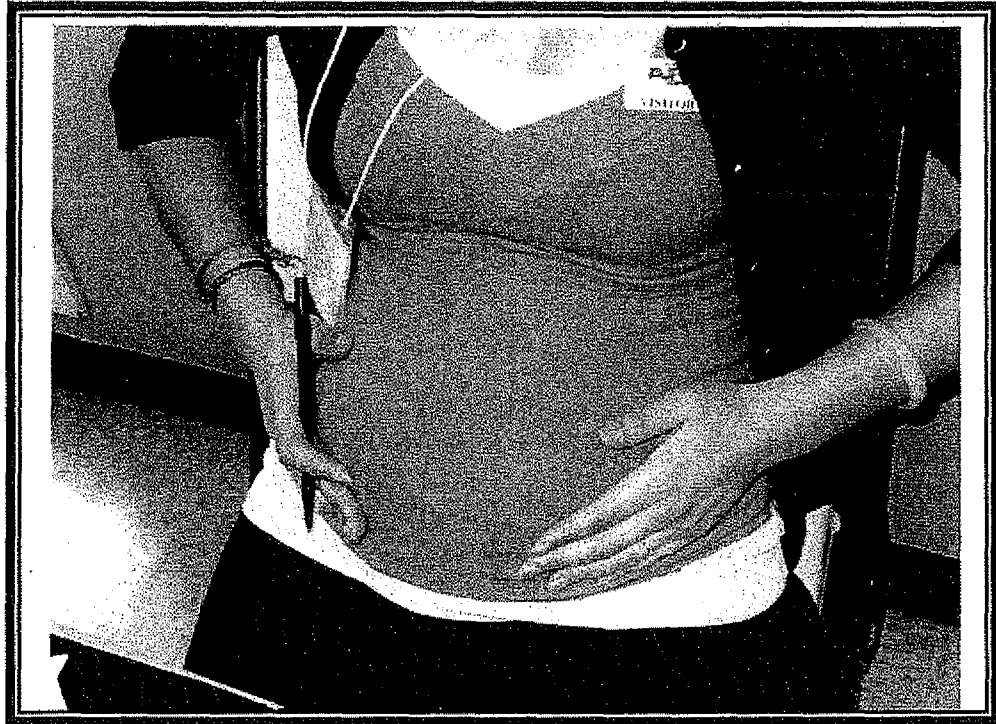
Bad for kids that walk by liquor stores they start to think it's OK to drink.

**I Wish You Knew**

That Alcohol is not a drink like water or soda.

**Today I am asking**

to remove all ads from liquor stores



Name: *Thien Pham*

Age: *27*

**Alcohol ads are**

*pervasive and infiltrating our daily lives, impacting the youth attitudes in a negative way.*

**I Wish You Knew**

*how the ads are impacting the attitudes of our youth towards underage drinking and the nonchalance of preventing it at home.*

**Today I am asking**

*you to stop the ads now so our kids grow up w/ healthy attitudes towards alcohol + responsible drinking.*



Name: Maribel Briseño  
Prevention coordinator

Age: 36

**Alcohol ads are**

The wrong way to go about saving lives and definitely  
the wrong message for our youth! They will add  
to the existing crime rates!!

**I Wish You Knew**

The true negative impact and destruction that will  
come about in each community. We have lost enough lives!

**Today I am asking**

That you think of the youth and save lives by  
banning alcohol ads!!!



**Name: Donna Brown**

**Age: 61**

**Substance Abuse Assessment Counselor**

**Alcohol ads are Inviting people to participate in using an addictive substance. This could lead someone into alcoholism and poor lifestyle choices.**

**I Wish You Knew about alcoholism the way I do and some of the people who are not only in recovery from this disease but those who are still suffering. I myself am a recovering alcoholic.**

**Today I am asking that you ban ads promoting alcohol in our community.**



**Name:** Brittny Gentry  
Youth Engagement Specialist

**Age:** 20

**Alcohol ads are**

Sending our youth mixed messages about  
drinking.

**I Wish You Knew**

How many people struggle with alcohol use &  
abuse and how counterproductive ads can be.

**Today I am asking**

The Public Safety Committee to support the ban  
of alcohol ads on City property!



Name: Cheryl Lee Grove

Age: 31  
Educator

**Alcohol ads are**

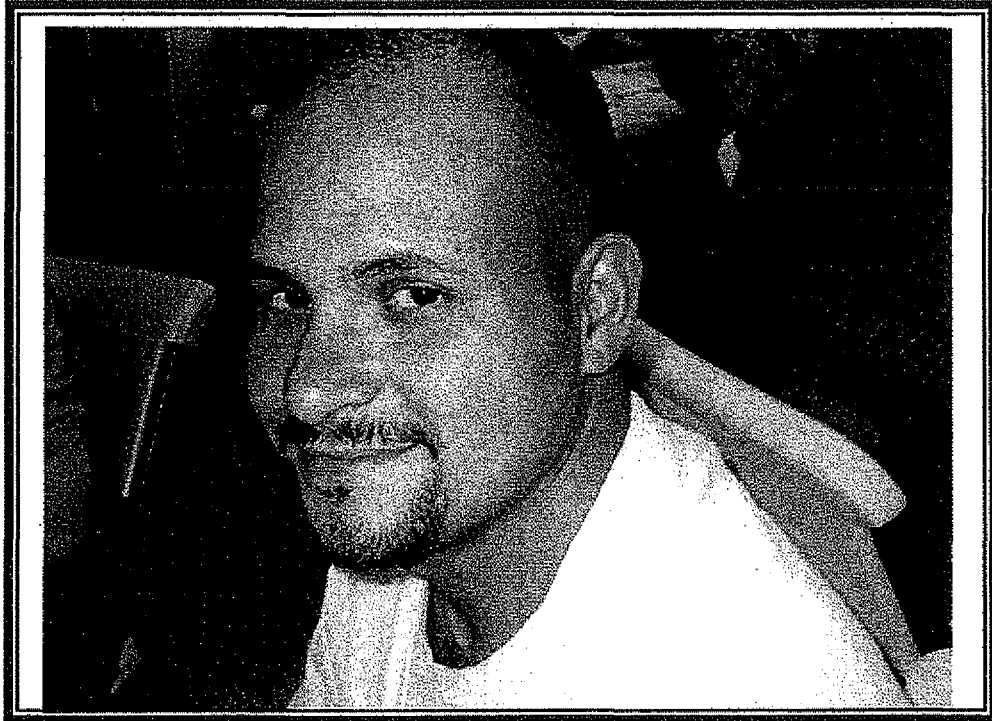
saturationg our community and targeting our youth.

**I Wish You Knew**

how many middle and high school students in our district have ~~se~~ been referred to substance abuse agencies for their problems ~~with~~ involving alcohol use

**Today I am asking**

you to ban alcohol ads on city property.



Name: ALEX CEDENO

Age: 25

**Pomona Resident**

**Alcohol ads are**

they are very bad influence for the youth  
in general.

**I Wish You Knew**

that out of that and those ads it  
makes it easy for young people to buy  
and drink alcohol.

**Today I am asking**

today I'm asking that they minimize  
ads for and to prevent the youth from  
drinking.



Name: Esperanza Padilla

Age: 12

**Pomona Student**

**Alcohol ads are**

Really tempting to young children

**I Wish You Knew**

That these ads affect the minds of the youth and adults

**Today I am asking**

That there would be less ads and you would care about the young youth





Name: Cheyenne Chaco

Age: 18

Pomona Resident

Alcohol ads are

Are very appealing on hot day to everybody I believe

I Wish You Knew

How much these ads effect young people like me because there very mind corrupting ~~and~~ when I see them then I start thinking of wrong ways to get what I want.

Today I am asking

You ban alcohol ads to save young people like me from ~~trouble~~ trouble.