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**Santa Claus promoting pub crawls? Bad idea.**

December 11, 2008

Dear Dawn,

MillerCoors is getting a lump of coal in its Christmas stocking this year. The beer producer is sponsoring binge drinking events in Boston, Chicago, Denver, Philadelphia, San Diego, and several other cities.

Billed as the "world's naughtiest pub crawl," the event website is splashed with images of Santa, hawks an official Santa suit, and features a video of people in Santa costumes running through the streets, partying.

**But the industry's own voluntary advertising code bans Santa from promoting beer.** And though the ostensibly charitable events are aimed at adults, many of them start in daylight or early evening hours, when children could spot St. Nick dashing through the snow....getting drunk.

Even beer giant Anheuser-Busch pulled its sponsorship of a similar event in Atlanta after a watchdog group blew the whistle this week. But MillerCoors? No response. Santa is far too busy right now to get dragged into this, so let's get their attention:

**[Click here to file a complaint with the Beer Institute and the Federal Trade Commission](#)**

After you do, please [tell a friend](#) about this opportunity to shine the spotlight on some very naughty corporate behavior.

Sincerely,

Join Together  
Boston University School of Public Health

