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December 15, 2008

Dear Dawn,

Great news! In response to public outcry over its sponsorship of the "Running of the Santas" pub crawl, a MillerCoors spokesman has announced that the company did not mean to violate the beer industry's advertising code, and it is unlikely to use Santa in future sponsorships.

This is a rare and significant concession from a beer company that has earned a bad reputation with public health advocates for irresponsible marketing practices.

And it wouldn't have happened if our good friends at the Center for Science in the Public Interest hadn't blown the whistle on MillerCoors last week -- and if 2,200 concerned citizens like you hadn't taken action to complain.

[Click here to learn more on JoinTogether.org.](http://www.jointogether.org)

Thanks for everything you do to keep our kids safe and healthy,

Join Together

