

**ABC NewsRadio, Sydney**

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Compere: Sandi Aloisi

Professor Mike Daube, Co-Chairman, National Alliance for Action on Alcohol, discussing alcohol advertising at the Bathurst 1000 car race. He says it is inappropriate to associate alcohol and fast cars when they are a lethal combination and inappropriate that children are exposed to alcohol promotion during the day. Daube says Jim Beam Racing even produces clothing in children's sizes. He says advertising during the event glamorises alcohol and associates alcohol with sporting success. Daube says the reality is violence, road trauma, injuries and domestic violence that arise from inappropriate use of alcohol and we should not be promoting alcohol at family events.

**Interviewee**

Professor Mike Daube, Co-Chairman, National Alliance for Action on Alcohol,.