

MEMORANDUM

TO: Betty Jean Grant, Chair
Erie County Legislators Office
Edward A. Rath County Office Building
95 Franklin Street
Buffalo, New York 14202

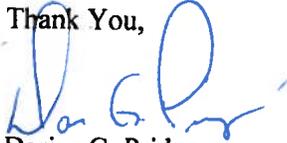
FROM: Darius G. Pridgen, Ellicott District Council Member
The City of Buffalo Common Council
65 Niagara Square
Buffalo, New York 14202

Date: June 4, 2013

RE: Wrapped Metro Rail Cars

Please file the attached information for the next Erie County Legislative meeting.

Thank You,



Darius G. Pridgen
Ellicott District Council Member

CITY OF BUFFALO COMMON COUNCIL

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ELLICOTT DISTRICT COUNCIL MEMBER
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FELICIA C. WILLIAMS

Board of Commissioners
Niagara Frontier Transportation Authority
181 Ellicott Street
Buffalo, New York 14203

Dear Board of Commissioners:

Thank you for your service to the community as board members. I am writing today with a deep concern that I have about the wrapped metro rail cars that service our student population. The intent of this letter is not to attempt to manage the Niagara Frontier Transportation Authority's advertising methods; rather express my concern for the message youth are receiving on their daily travels as a result of the current Coors Light advertisement.

According to the National Institute on Alcohol Abuse and Alcoholism, alcohol use is the leading drug problem among our youth, and each year, approximately 5,000 young people under the age of 21 die as a result of drinking before they reach the age of twenty-one. Alcohol advertising contributes to an increase in drinking among youth who may feel pressured to "fit in" because of the oversaturation in visibility alcoholic beverages has. For many students metro rail is their only means of transportation and I believe promoting the use of alcohol to such an impressionable group will most certainly have negative effects in their futures.

This is my plea to the Niagara Frontier Transportation Authority to reconsider the Coors Light advertisement placed on the metro rail cars and consider how it directs a young rider's attention to alcohol on their way to and from school and afterschool activities.

Sincerely,

Darius G. Pridgen
Ellicott District Council Member

CC: City Clerk
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