



MEDIA RELEASE
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Alcohol Healthwatch sees a double standard in Progressive Enterprises decision not to sell fireworks yet offer a three day special on booze.

Progressive Enterprises has decided not to sell fireworks this year after reportedly assessing the level of damage fireworks were capable of causing. Yet in the build up to Guy Fawkes they offer a beer deal that makes getting drunk easy.

The deal of twelve cans for \$10 (\$9.99) equates to 83 cents per standard drink. Alcohol Healthwatch Director Rebecca Williams says that with a limit of 4 packs and a limited buying time the promotion encourages heavy drinking.

While acknowledging the harm caused by fireworks Williams says that alcohol-related harm costs the community billions of dollars a year in health and social costs, and effects the country 24 hours a day, 7 days a week, 365 days a year.

Williams says that price is a significant influence on the amounts of alcohol people consume. In contrast policies that increase the price of liquor are the most cost-effective way to reduce alcohol-related harm.

Williams urges those who are planning firework activities to keep alcohol out of the mix.

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Action on Liquor see www.ahw.co.nz for policy briefing papers on key liquor issues: Including taxation, sale of liquor, advertising, blood alcohol concentration for driving and Fetal Alcohol Spectrum Disorder.