



Youth Work Ireland

Press Release
Youth Work Ireland
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“Major Drive on Enforcement of ‘Happy Hour’ Law on Alcohol Promotions Needed after Donegal Hospitalisations” says Leading Youth Organisation

Youth Work Ireland has today called for a major drive on the enforcement of the law on alcohol promotions following the hospitalisation of several young people in Donegal after a cut price drinks promotion. The organisation has said that there is substantial evidence that promotions contrary to section 20 of the 2003 Intoxicating Liquor Act are still commonplace. The youth group representing 22 local voluntary youth services throughout the country has pointed to successive reports of the industry sponsored body MEAS showing breaches of its code on alcohol advertising as proof of the widespread nature of below cost promotions on a time limited basis or the so called “happy hour”

“This incident shows why this provision was introduced, the hospitalisation of several young people following a cheap price alcohol promotion is very worrying. These promotions are still commonplace as illustrated by the industry body MEAS in its annual report on its own code. This limited self regulatory approach still shows the amount of cut price time limited drink promotions that are out there which are effectively illegal. It is time for greater enforcement of this law. If an industry body can throw up several incidents of breaches every year then surely it is a cause for the Gardai to act. This is a major public health issue for young people and the law is there for their protection” said Michael Mc Loughlin of Youth Work Ireland

“Section 20 of the 2003 Intoxicating Liquor Act prohibits the discounting of alcohol for a temporary period during the day. Anybody contravening this section can be fined €1,500. We keep hearing that the industry is committed to responsible practice, this is an opportunity to prove it. The regulation of alcohol marketing appears to have been entirely outsourced to the private sector yet we have several outlets breaching recently introduced legislation. If the industry cannot behave itself then the Gardai need to become more involved” Mc Loughlin added

ENDS

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