



**PRESS RELEASE**

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### **Beer branding to be removed from kids' replica Old Firm shirts**

Coors Brewers and the Old Firm football clubs announced today that the Carling branding will be removed from children's replica shirts when the new season strip is introduced. This is two years before the Portman Group's ban on branding on child size replica shirts is due to come into effect.

**Mark Hunter**, CEO of Coors Brewers said "Coors and the Old Firm clubs have a long track record in working together to champion responsible drinking. This means ensuring that sponsorship is not improperly targeted at people under legal drinking age – this initiative underlines that aim - and using the combination of one of the UK's leading brands and football to promote responsible consumption by adults.

"Beer brands can play a very important role in championing responsible enjoyment of alcohol. It is one thing to make people aware of responsible consumption – the far bigger challenge is to motivate people to follow the advice. Research showed that Carling and the Old Firm managers have had a great impact to getting the sensible drinking message across in Scotland".

**Peter Lawwell**, Chief Executive of Celtic FC noted "In 2003, the Old Firm worked with Carling to run the first TV advertising in the UK by any beer brand promoting responsible drinking . After these ran, feedback showed that not only did Scots see the ads – but they said that they would be more likely to moderate their drinking as a result."

**Martin Bain**, Rangers Chief Executive commented: "When Carling's sponsorship of the Old Firm was announced in 2003 we were the first UK clubs to offer unbranded children's replica shirts as an alternative for parents. Today's decision means that from now on these will be available as standard."

Coors have been working as part of the Scottish Government & Alcohol Industry Partnership, Cabinet Secretary for Health and Wellbeing **Nicola**

**Sturgeon** said: "We see it as an important and necessary step forward that members of the Portman Group have agreed to remove alcohol branding from children's replica sports shirts. We welcome the announcement by Coors and the Old Firm to make this move ahead of time, and their continued commitment to promoting responsible drinking."

Ends

**Picture caption.**

Celtic FC Chief Executive, Peter Lawwell; Georgie Leith; Nicola Sturgeon, Cabinet Secretary for Health and Wellbeing; Mark Hunter, Chief Executive Officer, Coors Brewers Ltd; Joshua Carmichael; Martin Bain, Chief Executive, Rangers FC.

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**Notes to Editors**

- Coors Brewers (Carling) became the official sponsor of both clubs on 1<sup>st</sup> July, 2003. Since that time unbranded tops have been available, on request, in all sizes.
- The contract runs until the summer of 2010, when new Portman Group guidelines require the removal of the Carling logo on replica shirts in child sizes.
- All parties have agreed to introduce this change at the earliest opportunity – on Season 08/09 kits – two years ahead of schedule
- The Portman Group is supported by the UK's leading drinks producers, concerned solely with the social responsibility issues surrounding alcohol. [www.portman-group.org.uk](http://www.portman-group.org.uk)
- The clubs will make available, on request by an adult, branded tops in child sizes ordered exclusively at each club's stadium superstore.