

A

June 8, 1994

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1994 JUN -8 PM 1:36

CAMBRIDGE MA.

I am writing in opposition to the "Bud" advertisements in and around Central Square. I first noticed these beer ads when I took the historic walking tour in Central Square last Sunday.

As a member of the Central Square Committee and the Area 4 Coalition, are such beer ads part of the revitalization plan for the square? When will the organizations I participate in be asked for their review of such alcohol ads?

Is the City of Cambridge promoting beer consumption?

Is the City of Cambridge suggesting that beer and sports necessarily go together? My son's soccer coach never suggested that relationship as far as I know.

Perhaps the City of Cambridge is suggesting that public spaces are for sale for any product, but at what price?

Are we promoting a new kind of billboard in Cambridge for the purposes of selling alcohol or convincing our young athletes that drinking and sports go together (what about all the billboard flap at the City Council over the past few years)?

Can we have the sports without the beer and the commercialism, at least in our public spaces?

Please send me information about the process that was undertaken before these ads went up, what money was involved, and what the intent of the effort was supposed to be. Thankyou,



Gerald Bergman
82 Elm St.
Cambridge, MA. 02139

Consent Comm. # 1

~~Consent Comm. # 2~~

S-305

Comm. from Gerald Bergman in opposition
to the "Bud" advertisements on the World
Cup banners in and around Central Square.

In City Council,

June 13, 1994

6/13/94 - no action taken

6/20/94 Placed on file