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ALLSTON BRIGHTON, DORCHESTER, DOWNTOWN

State honors coalition that pushed MBTA to ban alcohol advertisements

Posted by Matt Rocheleau October 23, 2012 01:55 PM

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By Matt Rocheleau, Town Correspondent

The state recently awarded a local coalition for its efforts to push the MBTA to ban alcohol advertisement on its property, which leaders of the public transit system [agreed to do](#) earlier this year.

The coalition, [Supporting an Alcohol Ad Free Environment in Massachusetts](#), or SAFE-MA, said in a press release it received one of six Community Transformation Awards from the state's public health department at the annual "Ounce of Prevention" conference on Oct. 16.

Leaders of the group said the coalition was nominated for the award by Maryanne Frangules, the director of the Massachusetts Organization for Addiction Recovery.

The coalition, co-chaired by Elizabeth Parsons and Cory Mashburn, has for years [advocated](#) that alcohol advertisements not be located on state property.

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With help from the Allston-Brighton Substance Abuse Task Force, the coalition convinced leaders of the MBTA to agree to no longer allow alcohol ads on its system.

“It’s nice to be able to go to a train station like Kenmore and not see alcohol ads,” said a statement from Yasmari Estrada, a youth member of the task force who has been involved with the coalition. “I’d rather see college ads or something more interesting than alcohol ads.”

The coalition said it is continuing to push for a bill that would ban alcohol advertising on all state property, with State Representative Martin Walsh from Dorchester as the lead sponsor.

E-mail Matt Rocheleau at mjrochele@gmail.com.

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