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**To:** CAMR  
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I feel very strongly about this matter and so I am compelled to express my reasons.  
My son is a recovering alcoholic, he began drinking alcohol as a teenager. It was tragic to see the way his consuming alcohol changed his life, his work, his studies, his marriage and family, who were all affected in some way over the years.  
We were so frightened as he went through his rock bottom and so thankful for Alcoholics Anonymous.

I want to scream every time a smooth Advert comes on TV implying that it is a very “with it” habit for young people.

Best wishes for the Campaign to eliminate Alcohol Advertising, I as a parent have seen the damage it can do.

Yours sincerely,

Mrs. Win Holmes  
[REDACTED]