

Publication: Irish Independent

Date: Monday, March 2, 2009

Page: 7

Extract: 1 of 1

Circulation: 159.363

Author:

Headline: Bars and nightclubs rapped for 'sexual' ads



Bars and nightclubs rapped for 'sexual' ads

FOUR bars and nightclubs have been rapped for breaching industry standards after they used pictures of scantily clad women to suggest a link between alcohol and sexual prowess, writes *Breda Heffernan*.

The night spots - all in Drogheda, Co Louth - ran a joint advertisement in a local newspaper last year under the banner 'West Street's Thursday Night Fourplay'. The ad featured a woman who was scantily clad and posing suggestively.

Industry watchdog MEAS (Mature Enjoyment of Alcohol in Society) yesterday said that the ad was a breach of its code of practice for the promotion of alcoholic drinks because it suggested an association between alcohol and "sexual success or prowess".

It drew particular attention to the use of the word 'Fourplay' and the image of the woman posing suggestively.

The four establishments - Storm Nightclub, Redz Vodka bar, O'Shea's Bar, and Earth Nightclub, which is part of the Westcourt Hotel - took out the ad in the Drogheda Independent on August 6, last year.