

**EXCESS DRINKING 'ENCOURAGED'****Epp seeks to close Blue Zone**

TORONTO (CP) — Labatt Breweries, hit with stiffer competition from the proposed merger of its two largest competitors, is now facing criticism about its promotions of Blue, the country's best-selling beer.

Federal Health Minister Jake Epp has come out against Labatt for its so-called Blue Zone campaign, which he said is aimed at 18- to 24-year-olds even though 18-year-olds can't legally drink in some provinces.

The brewery is encouraging excess drinking among younger people by gearing its pitch to

young drinkers in bars and students on college campuses, Epp said.

However, Labatt said its promotion is not aimed at underage drinkers and denied the charge it's encouraging excessive drinking.

In a letter published in this week's Marketing, an industry newspaper, Epp urged Labatt to adopt "a more ethical approach to product marketing."

The Blue Zone campaign includes bar games that focus on meeting the opposite sex, and campus kits with novelties for students that advertise Labatt's Blue and

party kits.

The party kits include coolers, beer cups, coasters, balloons, streamers, banners, beer-fridge posters and music tapes.

In his letter to Marketing, a copy of which was sent to Labatt, Epp expressed his concern about the campaign.

"I am painfully aware of the tragic consequences of alcohol abuse, particularly among young Canadians in the age group the Blue Zone promotion is intended to reach."

But a Labatt spokesman said studies indicate advertising does

not lure people to drink when they don't want to.

Advertising merely influences brand choice, not the amount consumed, said Dennis Manning, a spokesman for the Toronto-based brewery, a unit of John Labatt Ltd. of London, Ont.

"We don't see it as irresponsible advertising," Manning said.

**OZONE LAYER STUDIED**

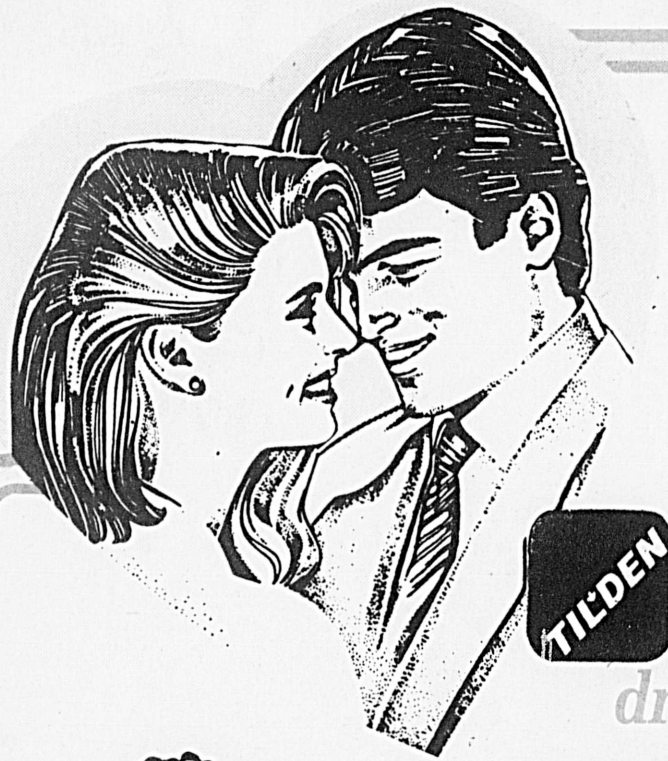
OTTAWA (CP) — The Environment Department began a three-month research project Monday to investigate the ozone layer over the Arctic.

Canadian scientists discovered a hole in the ozone over the Arctic in the spring of 1986, and studies have been carried out every year since then.

The ozone layer acts as a natural

filter which protects Earth from the sun's damaging ultra-violet rays. In recent years the ozone has been damaged by manmade chemicals.

The department also announced it will convene an international meeting of experts in February to discuss the atmosphere, including the protection of the ozone layer.



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VALENTINE LOVE LINES

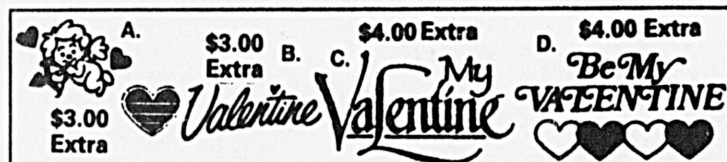
Tuesday, February 14th

Your sweetheart deserves more than sweet nothings. Send your own Valentine's Day message to your favorite heart throb in Love Lines... a special feature in Tuesday, February 14th Citizen. It's an unforgettable way to light up your loved one's life.

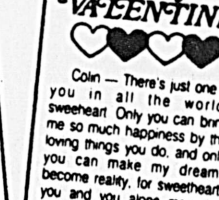
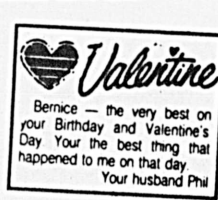
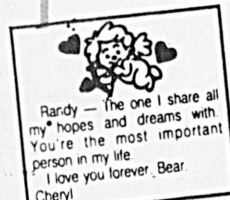
MINIMUM 12 WORDS

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Design your own special message with the Art elements available... choose from A. B. C. or D.



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Look at These Samples

The Prince George Citizen

Deadline for Ads is Thursday, February 9th

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My Valentine Message \_\_\_\_\_

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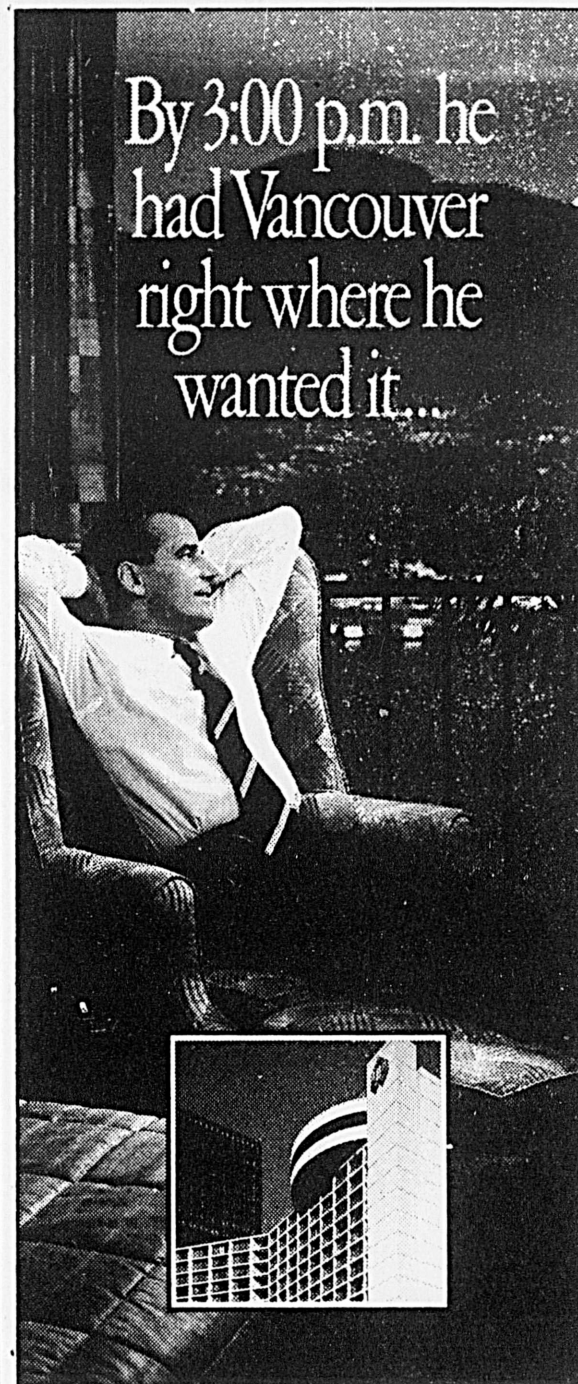
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ART: A, B, C, D

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By 3:00 p.m. he had Vancouver right where he wanted it...

Unquestionably, a good day. But then, it had started in the right direction — over breakfast in the hotel as Vancouver circled below him. The morning session had gone smoothly. It was the kind of meeting room that suited his dynamic style. An unexpected thought — most meeting rooms don't seem to have a personality at all, but this one did. And he liked it.

Lunch, well, he opted for the health club and laps of the pool. Good choice, too. He had the energy to carry the afternoon — a quick session that was purposeful, decisive, successful.

Now it was 3:05, the work done, but the day far from over. The view of Vancouver's waterfront beckoned from his Dynasty Floor room. The downtown location would make sightseeing inviting, involving, very accessible. Then back to the hotel for a late dinner.

Must remember to thank the travel agent when he hit home. Might not have thought to try the New World otherwise. Might not have discovered that their slogan was more than just a phrase at the bottom of the ad.



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