



*FOR IMMEDIATE RELEASE*

**GALA RELEASES SECOND EDITION OF GLOBAL ALCOHOL ADVERTISING GUIDE**

*Report shows heightened regulation of alcohol advertising that is expected to continue*

October 19, 2015 New York, N.Y. - The Global Advertising Lawyers Alliance ("GALA") announces the release of the second edition of Alcohol Advertising: A Global Legal Perspective. The book is available on Amazon ([www.amazon.com](http://www.amazon.com)) and directly from GALA ([www.galalaw.com](http://www.galalaw.com)). GALA's Alcohol Advertising book reviews the laws and trends governing alcohol advertising in more than 60 countries, from Argentina to Zimbabwe.

GALA's Alcohol Advertising book reports that many governments are increasing the restrictions on alcohol advertising around the world, with a particular emphasis on protecting young people. The book highlights developments around the world, including new restrictions in France, the loosening of restrictions in Russia, and the recent introduction of a total prohibition on alcohol advertising in Turkey.

"Despite some consistent themes in the rules for alcohol advertising around the world, many important differences remain," said Brinsley Dresden, GALA Secretary & Treasurer and Partner at Lewis Silkin in London, England, who is also the lead editor of the volume. "As political forces continue to ebb and flow, and carry the rules for alcohol advertising in different directions, we can only predict continuous change and inconsistency for the foreseeable future."

The book updates the 2011 edition, and adds new chapters on Belgium, Bulgaria, China, Colombia, Dutch Caribbean, Ecuador, El Salvador, Hong Kong, Kenya, Malta, Mozambique, Paraguay, Peru, Puerto Rico, Slovakia, Ukraine and Uruguay.

"We hope that this new edition helps global alcohol marketers meet the challenge of complying with the complex web of laws and regulations governing alcohol advertising around the world," said Jeffrey A. Greenbaum, Chairman of GALA and Managing Partner of Frankfurt Kurnit Klein & Selz in New York.

GALA's Alcohol Advertising book is part of a series of advertising law guides published by GALA, which also includes: Advertising Law, Ambush Marketing, Green Marketing, and Social Media.

*ABOUT GALA*

[www.galalaw.com](http://www.galalaw.com)

*With firms representing about 85 countries, each GALA member has the local expertise and experience in advertising, marketing and promotion law that will help your campaign achieve its objectives, and navigate the legal minefield successfully. GALA is a uniquely sensitive global resource whose members maintain frequent contact with each other to maximize the effectiveness of their collaborative efforts for their shared clients. GALA provides the premier worldwide resource to advertisers and agencies seeking solutions to problems involving the complex legal issues affecting today's marketplace.*

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