



Tsi Nahò:ten Karihwanákere Nó:nen'k

PRESS RELEASE

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Advertising of Alcohol Products prohibited at Sports Complex

For Immediate Release

(Kahnawake – 17, Kentenhkó:wa/ November 2016) The Mohawk Council of Kahnawà:ke wishes to inform the community that the advertisement of alcohol products is now prohibited from the Sports Complex as a matter of policy.

The issue came to the attention of Chief and Council through various complaints from community members regarding certain signage within the arena that were promoting the sale of alcohol. The signs have since been removed.

“It was an operational decision and the sale of ads at the arena does not need Chief and Council approval,” said Ratsénhaienhs Carl Horn (Recreation Portfolio). “Once Council became aware of the signs through complaints, we decided to take them down.”

Chief and Council discussed the issue at a duly convened meeting on Monday, November 7th and decided to impose the prohibition moving forward. Advertisements for establishments licensed to sell alcohol are not affected by the policy.

Sports Complex advertising proceeds go to help offset the costs of operating the arena so that such costs are not passed on to the clients.

“We appreciate the sponsorship from the entrepreneurs who purchase advertising,” said Alana Goodleaf-Rice, Executive Director.

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