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**\*\*\*FOR IMMEDIATE RELEASE FROM OREGON PARTNERSHIP\*\*\***

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## **OREGON PARTNERSHIP TO OLD NAVY STORES: “STOP SELLING HOLIDAY BINGE DRINKING T-SHIRTS”**

(Portland, Oregon) Oregon Partnership, a non-profit organization dedicated to combating alcohol and drug abuse, has asked Gap, Inc, the parent company of Old Navy, to stop selling holiday t-shirts promoting binge drinking.

In letters to Glenn K. Murphy, Chairman and CEO of Gap, Inc, and to Tom Wyatt, President of Old Navy, Oregon Partnership pointed out that with Old Navy’s young customer base, the sale of such items are “not worthy of the company’s record in the area of social responsibility.”

The t-shirts are prominently displayed in Old Navy stores this holiday season, including shirts with a Christmas tree and the words “Let’s Get Lit.” Another has an elf drinking right from a keg.

For photos, contact OP.

“These are shirts that public schools would not allow kids to wear,” said Pete Schulberg, Oregon Partnership Communications Director. “Underage drinking is a growing problem in our country, and stores such as Old Navy that cater to kids, don’t need to promote or make light of getting drunk.”

After Oregon Partnership criticized Macy’s and Bloomingdales for selling similar t-shirts, the retailers decided to take the items off their shelves. Other national chains have discontinued the sale of drinking games and similar products.

“Oregon Partnership and other anti-drug coalitions are making inroads in informing parents, educators, and the business community about how alcohol use among adolescents is even more dangerous to their developing brains than previously believed,” said Judy Cushing, Oregon Partnership President and CEO.”

“But for the culture to be changed, retailers such as Gap and Old Navy need to play their part.”