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Article Published: Sunday, October 17, 2004
 Candidate for regents rips CU's ties with Coors

By The Associated Press

Boulder - A Democratic candidate for an at-large seat on the University of Colorado's Board of Regents is criticizing the school for its advertising and licensing contract with Coors Brewing Co. worth \$350,000 a year.

"I understand the need for money, but when students are bingeing and even dying from alcohol, the money is irrelevant," Jennifer Mello said.

Her comments come about a month after 18-year-old freshman Lynn "Gordie" Bailey died of alcohol poisoning at an off-campus fraternity house.

CU will receive \$2.1 million under the six-year corporate sponsorship agreement with Coors, which expires July 31.


Under the agreement, Coors has limited rights to use the CU athletics logo for advertising and signs, according to CU.

If elected, Mello said she would oppose renewing the contract and work to end the use of CU logos on merchandise that promotes alcohol.

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Mello's opponent, Republican Steve Bosley, said it is important to find ways to combat binge drinking, but "some ideas are treating

the symptom and not the disease."

If elected, Bosley said he would review the contract before deciding whether it should be renewed.

University spokeswoman Pauline Hale said the school was re-examining its alcohol policies.

CU Regent Cindy Carlisle said she pressed the university this summer to examine its contract with Coors.

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