

December 21, 1998

Annie Lowry  
COORS BREWING COMPANY  
311 10<sup>th</sup> St., NH300, POB 4030  
Golden, CO 80401-4030

**RE: Zima Outdoor Campaign [184]**

Dear Ms. Lowry:

**ISSUE:** This is in response to your inquiry of November 20, 1998 to Robert Kaskiel that was forwarded to this office in which you request approval of billboard advertising as described in the enclosed correspondence.

**OPINION:** This office has reviewed the proposed advertising materials and determined that they comport with applicable liquor laws and regulations, specifically section 498 of the Liquor Code. [47 P.S. Section 4-498]. Therefore, it is permissible to utilize these advertising materials in conjunction with the above referenced promotion. It should be noted that billboard advertising of alcoholic beverages is not permitted within 300 feet of any church, school, or public playground. [47 P.S. Section 4-498(e)(3)].

THIS OPINION APPLIES ONLY TO THE FACTUAL SITUATION DESCRIBED HEREIN AND DOES NOT INSULATE THE LICENSEE OR OTHERS FROM CONSEQUENCES OF CONDUCT OCCURRING PRIOR TO ITS ISSUANCE. THE PROPRIETY OF THE PROPOSED CONDUCT HAS BEEN ADDRESSED ONLY UNDER THE LIQUOR CODE AND REGULATIONS. THE LAWS AND POLICIES ON WHICH THIS OPINION IS BASED ARE SUBJECT TO CHANGE BY THE LEGISLATURE OR THE PENNSYLVANIA LIQUOR CONTROL BOARD.

Very truly yours,

FAITH S. DIEHL  
CHIEF COUNSEL  
cc: Bureau of Liquor Control Enforcement,  
Pennsylvania State Police  
Robert P. Kaskiel

Refer to: (717) 783-9454

Fax: (717) 787-8820

Advisory Opinion No. 98-410