

# 'Drugs' advert causes outrage

BY LAURA CORCORAN AND SIMON HUTCHINSON

**DRUG** charities and councillors have been shocked by a local magazine advertisement which they say glorifies cocaine use.

Music and style freesheet 6Minute Magazine, based in Harpur Street in Bedford, is distributed to pubs, clubs and cafes around Northampton and Bedford and features a selection of pictures of youngsters about town.

In edition six of the magazine an advertisement appears under the headline 'Music Junkie' showing a young woman lying on the floor surrounded by CDs and records.

She is holding what appears to be a rolled-up piece of paper and close to her is a pile of white powder on a mirror and a credit card.

Chief executive of CAN - a drug treatment voluntary agency - Linda Juland said: "The media has both a moral and legal responsibility to advertise in a manner that does not glamorise the use of drugs or alcohol and to be aware of how powerful such images can be."

Northampton Borough Council portfolio holder for community engagement and safety, Cllr Brendan Glynane, (Liberal Democrat, Delapre) said: "It is outrageous."

"I think they have failed in their moral duty."

"They owe people in Northamptonshire a public apology and should make a donation to CAN."

Bedford Borough councillor Andrew McConnell said: "I was absolutely outraged when this was brought to my attention."

"A resident had seen the magazine in a local coffee shop and was appalled by what they saw."

"To trivialise drug taking in this way is completely irresponsible



**WRONG MESSAGE?** The advertisement which has caused shock and outrage

and unacceptable. I am shocked that advertising could sink to such low depths.

"I have written to the Advertising Standards Authority (ASA), as I believe that this advertisement is in clear breach of the ASA's code of practice."

"I find it unacceptable that a local magazine aimed at young and impressionable people would stoop to such a level in an attempt to gain readers."

Cllr McConnell believes that the advertisement is breaching several ASA rules on advertising which state that:

■ All marketing communications should be prepared with a sense of responsibility to consumers and to society

■ No marketing communication should bring advertising into disrepute

■ Marketing communications should contain nothing that is likely to cause serious or widespread offence

■ Marketing communications should not encourage or condone the use of illegal drugs. Save in exceptional circumstances, for example in the context of an anti-drug message, any reference to illegal drugs will be regarded as condoning their use.

Faye Perkins, business development manager for 6Minute Magazine, said: "6Minute does not advocate drug use or abuse in any form."

"The image in question was a considered and creative piece of photography which portrays choosing positive life influences such as music over drug use."

"This message is clearly implied in the image by the model pushing away the white powder and instead choosing to be surrounded by music, signified by the CDs and headphones."

"The 'Addicted to Music' campaign run by 6Minute clearly portrays the love of music as a positive life influence, addiction to music NOT drugs. It is not intended in any way to glamorise drug consumption and 6Minute is committed to a zero-tolerance and antidrug stance."

"6Minute has developed a good relationship with CAN and is now working closely with CAN in Bedfordshire to help bring awareness to drugs and alcohol-related problems around the county."

"We have since pulled the advertisement and it won't be used again."

"We apologise for any offence caused."

## Bicycle fun at special bazaar

**HANDMADE** vintage goods went down a treat at the spring clean themed Bicycle Bazaar.

The event was held last weekend at the Fishmarket.

Sugar Skull Cycles joined forces with Hoolala to put together 'The World Famous Bicycle Basket Bazaar.'

Sam Gannaway-Jones, from the event's organisers, said: "The February Bicycle Basket Bazaar was a great success and really drew in the crowds."

"We have some exciting plans for future Bicycle Basket Bazaars, including Coaches to Camden playing live at the March event, on Saturday 28."

"It's great to see the enthusiasm of the Basketeers rewarded, with the event going from strength-to-strength."

For more information visit: [www.bicyclebasketbazaar.com](http://www.bicyclebasketbazaar.com)



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