

#OutbidChang



Today, there is only one remaining team in the English Premier League—Everton FC, a football team, who still has an alcohol brand on their jersey. Their sponsor is Chang beer, a brand from a Thailand-based multinational corporation. They have a long-term sponsorship deal with Everton FC, but this is being renegotiated after next season. We want to replace Chang Beer with our local barbershop The Barber Club, located close to Everton's home stadium Goodison Park. And that's where we need your help – help us Outbid Chang. You can do so on Indiegogo. Every penny counts and every cent takes us closer to our goal!

Our children's heroes shouldn't be billboards and ambassadors for alcohol brands.



Teens who own merchandise displaying alcohol logos are more likely to start using alcohol.

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Alcohol brands sponsoring sport teams and athletes have an unpleasant side effect – It doesn't just make adults interested in a certain alcohol brand, but children even more so. Children in the UK today are actually more familiar with alcohol brands than they are with sweet and cake brands. Exposure to alcohol marketing increases the likelihood that children will start using alcohol, and that they will consume more, if they are already using alcohol. The earlier children start using alcohol, the higher is the risk for developing alcohol problems later in life.



Of course our dream is to have our barbershop's logo on the jersey of our favourite team. We love football, we love Everton, we love children and we think they deserve better than being the target of Big Alcohol's brand advertising. Let children be children. But the most important thing for us is to create awareness of the problem. So even if we don't reach our goal to #OutbidChang, we will consider it a victory if every person who starts talking about the issue, spreads it on social media or wears our merchandise. So please help us, together we can make a change!

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About us

We are a father and son owning a local barbershop in Bootle. Our shop, the Barber Club, is located near Everton's home stadium Goodison Park.

Sean 'the older' is the owner of the Barber Club, and Sean 'the younger' is a barber by profession. Both of us are big Everton supporters and our family has been for generations.



It would be a dream come true to see our logo on the shirts of our favourite team, especially when it could benefit a great cause and protect children from Big Alcohol.

About BigAlcohol.Exposed

BigAlcohol.Exposed is a worldwide network of NGOs dedicated to exposing the truth about the unethical business methods of the alcohol industry.

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