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Promoting What Helps Children, Changing What Harms Them

For Release:
December 16, 2009

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GROUP ASKS RECIPIENTS OF FREE IRON BOWL TICKETS TO DONATE TO CHARITY

BIRMINGHAM, AL - Obligation, Inc. a Birmingham-based child advocacy organization is asking all state officials who accepted free tickets for this year's Iron Bowl game from Auburn University to do two things:

1. Donate at least \$65 per ticket received (face value) to a charity that benefits children before year's end;
2. Publicly promise he or she will not accept free or discounted tickets to next year's Iron Bowl from the University of Alabama.

Obligation's president Jim Metrock said, "The practice of giving public officials free Iron Bowl tickets and free parking is outrageous. This 'holiday gift' was not available to average, hard-working Alabamians. These public servants enriched themselves simply because of their office. Some officials may even have sold their tickets for a real cash windfall."

According to Auburn University 446 free Alabama/Auburn tickets were given out to 219 officials and staff.

Metrock said, "Every person who received these tickets should have known how desperate charities are this year. According to [Charity Navigator](#), 86% of nonprofits surveyed in 2009 reported that the economy was having a 'negative' or 'very negative' effect on the services they provide. A charity could have raised thousands of dollars raffling off just two tickets. Instead these well-to-do officials received their own 'Iron Bowl Bailout.'"

Metrock said, "Next November, Obligation will urge potential ticket recipients to refuse Iron Bowl tickets. We'll urge the host school, the University of Alabama, to give free tickets directly to charitable organizations. As long as this distasteful practice continues in our state, Obligation will try to make children the beneficiaries and not politicians."

Obligation, Inc. is a nonprofit organization founded in 1995. Obligation seeks to advance public education by researching and reporting on intrusive commercial marketing in public schools. Obligation is a private foundation that is self-funded and does not accept donations. <http://www.obligation.org>

