



Encouraging Safety And Responsibility

(NAPSA)—A national safety initiative has helped keep America's roads safe by encouraging people not to drink and drive.

Heineken USA's responsible consumption program—SAFE CALL™—works to reinforce the importance of personal responsibility and safety. Recently, the company partnered with 1-800-TAXICAB to further enhance the program.



A nationwide safety program encourages people who have had too much to drink to call 1-800-TAXICAB for a ride home.

When bartenders or servers determine that a customer may have had too much to drink, they provide the patron with an informational card that instructs them to call 1-800-TAXICAB—co-sponsors of the program—for a ride home. Bar patrons can call the toll-free number from any phone, anywhere around the country, to reach a taxi service that can safely take them home.

“What we think is so unique about this initiative is that it makes an impact at the crucial moment of decision—when someone may be preparing to leave a drinking establishment,” says Dan Tearno, vice president of corporate affairs at Heineken.

The SAFE CALL™ program is currently active in over 11,000 establishments around the country.