

# GOOD CITIZENSHIP

## National Campaign Thanks Designated Drivers

(NAPSA)—A recent poll confirms that Americans support the idea of the designated driver. The survey, conducted by Data Development Corporation, shows that 92 percent of the public endorses the designated driver concept as a good or excellent way to curb drunk driving. In addition, 122 million American adults have been a designated driver or been driven home by one.

For the fourth straight year, an interactive media promotion has helped increase awareness of, and reward consumers for their use of, a designated driver. As part of Anheuser-Busch's Budweiser Designated Driver Holiday Sweepstakes, Joey Brown of Greensboro, N.C., won a grand prize of \$20,000.

"Choosing designated drivers has helped lower the number of drunk-driving fatalities 37 percent in the last 20 years," says Francine Katz, vice president of consumer affairs for Anheuser-Busch. "Our holiday campaign was designed to make the idea of being a designated driver fun and deliver the message in a way that encourages consumers to use, or be, a designated driver. When it comes to road safety and alcohol awareness, we all make a difference."

During the campaign, nearly 160,000 people entered the sweepstakes. In addition to the grand prize, thousands of participants won Budweiser Designated Driver Thank-You Cards worth \$25.

Anheuser-Busch leads the alcohol beverage industry in the fight against alcohol abuse with national advertising campaigns and more than two dozen community-based programs to prevent drunk



**More than half of all American adults have been a designated driver or been driven home by one.**

driving and underage drinking and promote responsible drinking among adults.

The national investment in advertising and programs to fight drunk driving is reinforced at the local level by hundreds of Anheuser-Busch's independent wholesalers across the country. Past wholesaler activities include: distributing nearly 5.3 million pieces of material to help parents talk to their kids about drinking; training more than 247,000 bartenders and wait staff in responsible serving techniques; and providing 283,000 free cab rides home to bar and restaurant patrons.

For more information on designated drivers and responsible drinking programs, visit the Anheuser-Busch Consumer Awareness and Education Web site at [www.beeresponsible.com](http://www.beeresponsible.com).