

FOR IMMEDIATE RELEASE
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RADD California Coalition Aims to Top Debut Year Results, Reaching More Than 6 Million Californians for Safe Driving

Marriage of Music and Proven Science-Based Solutions to Prevent Drunk Driving in CA

Completing its first year, CA Coalition invites additional business, media, hospitality and state government leaders to join its bold efforts

LOS ANGELES, CA (August 29, 2006) –The RADD California Coalition (RCC) is celebrating the success of its freshman effort and beginning coalition registration for the 2006 winter holiday campaign this weekend at the Western Foodservice and Hospitality Expo in Los Angeles. The RADD California Coalition reached more than 6 million Californians aged 21-34 during its 2005 winter holiday campaign, as a result of its first science-based designated driver campaign designed to move beyond raising awareness and toward proper utilization, inclusive of behavior rewards.

The 2005-2006 RCC Holiday Campaign combined key elements – RADD celebrity messengers, message-driven collateral, retail incentive rewards, media, publicity, a sweepstakes and science-based pre-drinking interventions – to disseminate two message points: *plan ahead* and *make specific arrangements to avoid drinking and driving*. Scientific research showed that solutions presented for use immediately prior to drinking decreased drinking and driving, including simple solution steps such as just designating a non-drinking driver, calling a cab or friend, staying over at a friend's house or hotel, and for motorcycle riders, deciding before they ride.

“It’s encouraging to see leaders from private and public sectors alike unite in a shared determination to stop drunk driving,” said Erin Meluso, RADD President and RCC Co-Chair. “We’re proud of the way California businesses like Chevron, California’s AAA offices and the three largest brewers in America-- competitors Anheuser-Busch, Coors and Miller-- have stepped up to address road safety through the RADD California Coalition.”

A final report on RCC’s activities is being released today in conjunction with the opening of the Western Foodservice and Hospitality Expo. The report sums up last year’s holiday campaign successes and calls for more California businesses and organizations to work together to help stop preventable deaths and injuries on California roads in this year’s holiday season, which starts in just a few months.

"Joining an organization like RADD goes hand-in-hand with our commitment to sell age restricted items responsibly," said Chris Wilson, Director of Marketing, Circle K.

The RCC's recently concluded first campaign reached 6 million California adults, thanks to aggressive radio campaign on Metro Networks' stations, collateral at retail locations, and a retail rewards component. Holiday Campaign award plaques, certificates and letters of commendation were recently presented to founding sponsors (AAA, Auto Club of Southern California, Anheuser-Busch, Chevron, Coors Brewing, Miller Brewing), media donor Metro Networks, and other key partners. A complete list of award recipients is included at the end of this release.

"The campaign partners have never wavered from taking a bold and unified position, putting their considerable resources behind these efforts," said Business, Transportation and Housing Agency Deputy Secretary and RADD California Coalition Co-chair, Joan Wilson. "We thank the retailers who donated rewards to designated drivers and encourage others to join this collaborative effort now for the upcoming holiday season."

RADD receives funding to administer the RADD California Coalition from the Department of Alcoholic Beverage Control through a grant from the California Office of Traffic Safety, a department of California's Business, Transportation and Housing Agency. Additional participating State agencies are the California Highway Patrol, Department of Motor Vehicles and the Department of Transportation (CalTrans).

Registration begins this weekend for RADD Participating Retailers to join the 2006-2007 Holiday Campaign. All California businesses and organizations interested in joining the coalition should immediately contact RCC Manager, Janice Loveland Gilson, at 818-762-1175 or janice.gilson@radd.org.

For Outstanding Public Service to Reduce Drunk Driving, Winter Holiday 2005

Presenting Partner Awards:

AAA Northern California
Anheuser Busch Companies
Automobile Club of Southern California
Chevron Corporation
Coors Brewing Company
Miller Brewing Company

RADD California Coalition Co-Chair: RADD Presenting State Agency and RADD California Coalition Co-Chair:
State of California, Business, Transportation and Housing Agency

Distribution Partner Awards :

Ace Beverage Company
Anheuser-Busch Sales of San Diego
Alford Distributing Co.
Beauchamp Distributing Company
Capitol Beverage Company
Crest Beverage Company, Inc.
Golden Brands Beverage Distributors
Harbor Distributing
Markstein Beverage Company

Mesa Beverage Company, Inc.
Mesa Distributing Company, Inc,
Mission Beverage Company
Redding Distributing Company
Straub Distributing Company, Inc.

Retail Partner Awards :

Circle K
Mollie Stone's Markets
California Beverage Merchants

Special Contributions, Winter Holiday Campaign, 2005

Group Sprirt - Non-Profit Award, Winter Holiday 2005

California Beer & Beverage Distributors

Group Sprirt - For Profit Award, Winter Holiday 2005

Deluxe Media Management

Group Sprirt - Distribution Partner, Winter Holiday 2005

Jim Dierker, Anheuser-Busch Sales of San Diego

Individual Spirit Award, Winter Holiday 2005

Rob Ross, Legislative and Governmental Relations

Individual Spirit Award, Winter Holiday 2005

Mike Brewer, ABC Consulting

Spirit Award-Vision, Winter Holiday 2005

California Department of Alcoholic Beverage Control

Spirit Award-MVP, Winter Holiday 2005

Joan Wilson, RCC Co-Chair

Group Sprirt - Retail Partner, Winter Holiday 2005

Circle K

Team Player Spirit Award, Winter Holiday 2005

Merry Banks, AAA of Northern California

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