



## **Business, Transportation & Housing Agency Secretary Sunne Wright McPeak launched the RADD California Coalition with a grant of \$300,000 on November 10, 2005**

Contributing towards saving lives through improved roadway safety, Business, Transportation & Housing Agency (BTH) Secretary Sunne Wright McPeak awarded RADD (Recording Artists, Actors and Athletes Against Drunk Driving): *The Entertainment Industry's Voice For Road Safety* with \$300,000 through a grant administered by the BTH Department of Alcoholic Beverage Control (ABC). The grant money is being used over two years to fund the newly created RADD California Coalition, a public/private endeavor dedicated to reducing roadway deaths and injuries among adults ages 21 to 34.

"Gov. Arnold Schwarzenegger has made public safety a top priority in his administration," said Secretary McPeak. "The Gov. is aware of the reality that motor vehicle crashes are the number one killer of young people ages three to 34. Together, we are working with the private and public sectors to stop senseless alcohol-related vehicle deaths."

The RADD California Coalition is comprised of business, community and state government leaders. Working collaboratively, the Coalition will create annual awareness campaigns that identify lifestyle solutions to help reduce deaths and injuries among adults ages 21 to 34 on California's roads. Strategies include encouraging young adults to plan ahead, assign a designated driver, call a cab or friend for a ride or make arrangements to stay put.

"The California Department of Alcoholic Beverage Control is honored to be the lead government agency in this coalition effort," said ABC Director Jerry Jolly. "We look forward to this two-year effort to prevent tragic crashes involving young Californians."

Among the Coalition members are senior executives from several Fortune 500 companies, including the American Automobile Association, Anheuser-Busch, Circle K, Coors Brewing Company and Miller Brewing Company. Organizational support includes the California Association of Broadcasters, California Beer and Beverage Distributors, California Beverage Merchants, California Grocers Association, California Hotel & Lodging Association, California Restaurant Association and RADD celebrity supporters. All their efforts will be in concert with BTH departments including the California Highway Patrol, Department of Alcoholic Beverage Control, Office of Traffic Safety, Caltrans and Department of Motor Vehicles.

"The California Restaurant Association (CRA) is pleased to join the RADD California Coalition on behalf of our more than 21,000 members who are committed to the safety of their patrons," said Jot Condie, President and CEO of CRA. "CRA looks forward to being actively engaged in this campaign to save lives and keep California's roads safe."

"The California Hotel & Lodging Association (CH&LA) strongly supports RADD's initiative. As key constituents of California's broad hospitality industry, the state's lodging industry is on the front line when it comes to providing world class hospitality while still focusing on how to sell and serve alcoholic beverages in a responsible manner," said Jim Abrams, CH&LA president and CEO.

### **RADD California Coalition Founding Members; Supporting Information and Quotes**

**AAA of Northern California:** "AAA is devoted to making our roadways safer. This designated driver program is fundamental in creating awareness and we hope it will hit home with the 20 to 30 year olds in the U.S. who are dying in unfair numbers due to drinking and driving," - Rose Guilbault, Vice President of Corporate Affairs and Publishing for AAA of Northern California, Nevada and Utah.

**Anheuser-Busch Companies:** “Anheuser-Busch is the global industry leader in preventing alcohol abuse, including drunk driving and underage drinking. Because of our long-standing commitment to being part of the solution to these issues, we are proud to support the formation of the RADD California Coalition. Anheuser-Busch strongly supports the coalition’s goal of reducing drunk driving through promoting the use of designated drivers and other alternative transportation programs. We appreciate being part of this teaming of the public and private sectors as we all work together to address drunk-driving issues and help make California’s highways safer for everyone.” - Sasha Erickson, Anheuser-Busch Region Manager, Consumer Awareness & Education

**BACCHUS Network:** “On behalf of the 35 California colleges that we represent, BACCHUS is pleased to be part of the RADD California Coalition’s efforts. We believe that college students can be a very positive force in encouraging designated drivers and safe rides and commend the RADD California Coalition for reaching out to this critical demographic.” – Ann Quinn-Zobeck, Ph.D., Director of Alcohol Abuse and Impaired Driving Prevention Initiatives, BACCHUS Network

**California Beer and Beverage Distributors:** “The California Beer and Beverage Distributors (CBBB) and our 130 locally-owned and operated beer wholesaler members are proud to be a founding partner of the RADD California Coalition. CBBB members fully support RADD’s mission of promoting responsible lifestyles and awareness of safe driving practices among contemporary adult Californians. RADD’s campaign message is targeted to capture the attention and awareness of consumers in the 21-34 age category about the importance of designating a driver before you drink. Beer wholesalers are eager to join with the coalition to spread RADD’s proactive message to make sure that Californians arrive home safely.” - Victoria Horton, CBBB President

**California Beverage Merchants:** “On behalf of our President J P Sethi and our board of Directors, the California Beverage Merchants (CBM) support and congratulate RADD. Since our founding year of 1947, wine, spirits and beer retailers have worked very closely with the California Alcohol Beverage Control, the Secretary Of Business Transportation & Housing, the CHP, the Governor, and the Legislature. What has worked so well through all of these years are coalitions like these and the three tier system, working hand in hand with the governing bodies in this fine State of California.” - Mr. Leslie Hennessy, Legislative Chair, CBM

**California Hotel & Lodging Association:** The California Hotel & Lodging Association (CH&LA) strongly supports RADD and the numerous activities which it is initiating in order to make a real impact on the incidence of driving under the influence of alcohol. "As key constituents of California's broad hospitality industry, the state's lodging industry is on the front line when it comes to providing world class hospitality while still focusing on how to sell and serve alcoholic beverages in a responsible manner," said Jim Abrams, CH&LA president & CEO. CH&LA has for many years participated actively in several initiatives designed to reduce drunk driving. For example, CH&LA helped the California Highway Patrol, and it was also one of the founders of the California Coordinating Council for Responsible Beverage Service. The latter program resulted in the foremost curriculum standards in the country for instilling responsible beverage service practices throughout the hospitality industry. "CH&LA is truly excited about joining in the RADD program as an important element of dealing with DUI accidents and deaths," said Abrams. The California Hotel & Lodging Association currently has 1,520 members, representing 169,000+ guest rooms in bed and breakfast inns, hotels, motels, spas, resorts, guest ranches, condominiums, timeshares, and vacation home rentals throughout the state. CH&LA is the largest statewide lodging industry trade association in the country.

**California Restaurant Association:** "The California Restaurant Association is pleased to join the RADD California Coalition on behalf of our more than 21,000 members who are committed to the safety of their patrons. CRA looks forward to being actively engaged in this campaign to save lives and keep California's roads safe." - Jot Condie, President and CEO, CRA

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

**Coors Brewing Company:** "Designated drivers are a fantastic way to keep drunk drivers off the road and the best approach for everyone is to plan ahead and not wait until the last minute to determine who will be the designated driver. Coors works hard throughout the country to prevent drunk driving and we're very excited to be a part of this effort in California." - Frits van Paasschen, Coors Brewing Company President and CEO

**Miller Brewing Company:** "There simply is no excuse for drunk driving. The RADD California Coalition is one more important vehicle to help remind everyone to take personal responsibility by planning ahead. Using a designated driver, calling a cab or just staying put can prevent unnecessary tragedies," - Kristin Kaplan Wolfe, Miller Brewing Company Director of Alcohol Responsibility Initiatives

**Motorcycle Safety Foundation:** "We are extremely proud to be part of the RADD California Coalition efforts to address the issue of impaired driving in California. Addressing the issue of alcohol use and the operation of a motor vehicle, whether a car, truck or motorcycle, is of vital importance. Alcohol use is a major contributing factor in many motorcycle crashes. Riding a motorcycle requires even more coordination and operational skill than driving a car. A small amount of alcohol can diminish those skills by affecting balance, coordination, reaction time, vision and judgment. Unfortunately, nearly a third of all motorcyclists who die in crashes are impaired, and almost half the riders who die in single vehicle crashes were under the influence. Since a motorcyclist can't have a designated driver, a rider simply needs to choose between riding or drinking. There's no combining the two. That's why the RADD message reminding everyone to 'Figure It Out' is as important for riders as it is for drivers. We ask every motorcyclist to '*Decide Before You Ride.*' " -Dean Thompson, the Motorcycle Safety Foundation's Director, Communications

**RADD:** "We are honored to have been the catalyst to bring together public and private entities, competitors, and a wide variety of stakeholders, all for the purpose of reducing injuries and deaths caused by impaired driving on California's roads. Our goal as a coalition is to consistently reach out to the most at-risk group for impaired driving, 21 – 34 year olds, with messages that are clear, concise and will change behavior. Stay tuned for our upcoming state-wide holiday campaign, 'Figure it Out' which reminds drinkers to Plan ahead, designate a non-drinking driver, call a cab or a friend, stay put and for motorcyclists, decide before you ride." – J.R. Sterling, RADD Chairman

**San Diego State University:** "Each year, over 1,700 college students die across our nation in alcohol related incidents. The vast majority of these deaths come from drunk driving. It is critical that all universities and colleges take drunk driving seriously, and work together with our communities to prevent it. San Diego State University (SDSU) has a history of innovative approaches to prevention, and we are proud to be a part of this groundbreaking RADD coalition. Through this enormous collaborative effort, we are confident that young adults in California will get the important message that preventing drunk driving takes awareness, planning and sometimes even teamwork." - James Lange, Ph.D., Coordinator of AOD Initiatives, SDSU

**Southern California Auto Club:** The Automobile Club of Southern California wants motorists to be aware of the high risk from drinking and driving associated with holidays as it takes only one or two drinks to slow physical and mental skills and affect vision, steering, braking, judgment and reaction time. The Auto Club strongly supports the important work of RADD. - Dan Beal, Managing Director, Public Policy, Automobile Club of Southern California

### **RADD California Coalition Supporter Endorsements**

**Beer Institute:** "Because of the commitment the Beer Institute and its members have to the reduction of drunk driving, the Beer Institute applauds the formation of the RADD California

Coalition. The RADD California Coalition is appropriately teaming public and private entities, including members of the Beer Institute, to collectively fight the problem of drunk driving in the state of California. The Beer Institute supports the Coalition's goal of reducing drunk driving through promoting the increased use of designated drivers and other safe transportation alternatives and wishes the Coalition great success in its efforts. The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to development of sound public policy and to the values of civic duty and personal responsibility. " – Jeff Becker, President, The Beer Institute

**National Highway Traffic Safety Administration:** "NHTSA Headquarters and the Western Region have provided assistance and support for this project because we see the RADD California Coalition as a vital part of the national effort to reduce impaired driving. Since the RADD California Coalition has the involvement of many key and influential State partners, we expect it to have a significant impact on California's impaired driving picture." - David Manning, Ph.D., Administrator, Western Region, National Highway Traffic Safety Administration (NHTSA)

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**RADD: *The Entertainment Industry's Voice For Road Safety*** is an internationally recognized non-profit organization that empowers celebrities and media partners to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. The RADD California Coalition formed in 2005 to engage business, media, hospitality and state government leaders in a forum to utilize marketing techniques and lifestyle solutions to reduce deaths and injuries among ages 21-34 on California's roads. [www.radd.org](http://www.radd.org)



### RADD California Coalition Supporting State Quotes

"The California Department of Alcoholic Beverage Control (ABC) is honored to be the lead government agency in this coalition effort. We look forward to this two year effort to prevent tragic crashes involving young Californians." - ABC Director, Jerry Jolly

"Alcohol-related deaths in California have increased six consecutive years and we are hopeful this campaign can turn that trend around." - Gary Dominguez, CHP Deputy Chief

"The coalition is a unique effort that is destined to have a definite impact on the decrease of alcohol-related crashes over the next two years." - Doug Failing, Caltrans Director for Los Angeles and Ventura Counties

"The DMV pledges to use its statewide resources to get this simple, straightforward message out to everyone: before you celebrate; 'Figure It Out -- Make A Plan.' Let's make sure we all enjoy this holiday season." - Bob Martinez, Chief, Information Services Branch, DMV

"This coalition brings together an impressive list of public/private sector agencies and companies to design and implement a campaign to reduce needless and preventable traffic deaths and injuries" - Chris Murphy, Director of the California Office of Traffic Safety

- 2004 Total Fatal Collisions and Victims Killed
  - **Fatal Collisions**                      **Victims Killed**
    - 3,701                                      4,094
- 2004 Total Alcohol-Involved Fatal Collisions and Victims Killed
  - **Fatal Collisions**                                      **Victims Killed**
    - 1,326 (36% of Total Fatal Crashes)                      1,462 (36% of Total Victims Killed)
- 2004 Total Fatal Collisions and Victims Killed Involving Had-Been-Drinking Drivers Aged 21 – 34
  - **Fatal Collisions**
    - 578 (16% of all fatal crashes and 44% of all Alcohol-Involved Fatal Crashes)
  - **Victims Killed**
    - 643 (16% of all fatal crashes and 44% of all Alcohol-Involved Fatal Crashes)