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RADD California Coalition Launches Holiday Campaign to Reduce Impaired Driving
RADD, California Government Agencies, America's three largest Brewers, California Auto Clubs, and Chevron come together to promote 'Figure It Out' Campaign in bars, restaurants, convenience stores and state offices

LOS ANGELES – “How will you **Figure It Out** to avoid driving drunk?” is the question RADD celebrities are asking adults 21-34 in California this holiday season. Since one size doesn't fit all, RADD: The Entertainment Industry's Voice for Road Safety, the State of California, powerful businesses in the State, colleges, restaurants, bars and brewers have joined forces as the RADD California Coalition, to promote a wide variety of real-world solutions to suit California lifestyles.

RADD celebrity messengers Catherine Bell, Gavin DeGraw, Josh Kelley, Brian McKnight, Simple Plan and Billy Zane are headlining the statewide initiative by lending their voices and images to the campaign. Caring retailers from San Diego up to San Francisco, are providing incentives in the form of discounts and rewards offered to adults 21 and over, who pledge to *be* or *use* designated drivers or adopt other solutions during the holidays to make our roads safer for everyone.

Figure It Out is an upbeat, celebrity-driven RADD campaign that empowers adults to individually and collectively take responsibility for getting themselves and everyone else home safely. It honors the intelligence of legal drinkers in California by posing the question, “*What's the Plan?*” and then proposing a variety of solutions for consideration by singles, couples and groups prior to drinking.

The goal of **Figure It Out** is to insure that before anyone sets off for the evening, they've planned safe door-to-door transportation all night long. Taking turns as the volunteer designated driver and calling a cab are the two most popular solutions. Fun alternatives include bringing a sleeping bag to a house party, booking a friend's couch, or for more festive occasions, making reservations for a room in a hotel, B&B or motel. For motorcycle riders, the plan-ahead message is, “decide before you ride.”

No two Californians are alike, so no single solution is the answer. Campaign messages focus on these options: *choosing a non-drinking, designated driver; taking a cab; calling a friend; making arrangements to stay put (at a friend's home or hotel), and for motorcycle riders, deciding if they are going to drink before they ride.* Promoted in English and Spanish, the solutions will be featured in print, radio and Internet media campaigns beginning this week. Point-of-purchase displays at participating retailers, bars, restaurants, AAA offices and State government facilities, including CHP and DMV offices statewide will be up before Christmas and remain through the campaign's conclusion on January 31, 2006.

The RADD California Coalition, founded with seed funding provided by a grant from the California Business, Transportation and Housing Agency, publicly launched the campaign this morning with a musical media event and breakfast reception at the House of Blues on Sunset Strip. RADD celebrity messengers and supporters in attendance were recognized for their active support of the **Figure It Out** campaign, as was the campaign's co-chair, Joan Wilson, Deputy Secretary of the California Business, Transportation and Housing Agency. The media event also featured acoustic performances by Hollywood Records recording artist, Josh Kelley.

“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 as a united coalition this season. Working together, we’ve formed a powerful network to market the benefits and rewards of sober driving.” said Erin Meluso, RADD President.

“RADD has worked hard to form partnerships with government entities that can help make a difference,” said Business, Transportation & Housing Agency Deputy Secretary Joan Wilson. “We hope this collaborative effort will go a long way towards providing a safer holiday season for all those traveling on our state’s roadways.”

According to Jerry Jolly, Director of California’s Department of Alcoholic Beverage Control, “The campaign partners have never wavered from taking a bold and unified position, putting their considerable resources behind these efforts.”

“The California Beer and Beverage Distributors (CBBDD) and our 130 locally-owned and operated beer wholesaler members are proud to participate in a safe driving campaign that honors and rewards solutions that work for individuals with messages that focus on personal decision making and accountability,” says Victoria Horton, President of The California Beer and Beverage Distributors. “Our member businesses are pleased to be actively distributing campaign materials to bars, restaurants and merchants statewide that are honoring the RADD Designated Drivers.”

California residents 21 and over can download the RADD Designated Driver’s License™ pledge card at www.radd.org to become eligible for discounts and free merchandise. Once there, they can also search the database of participating bars, restaurants, groceries, retail stores and lodging groups that are honoring the RADD card during the six-week campaign window, and enter the “Wherever Weekend Reward” to win a California getaway weekend including transportation, hotel, tickets to the entertainment venue of their choice, and a limo to do the driving, all donated to the RADD campaign by AAA of Northern California.

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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. Coalition members include ABC Consulting, AOD Initiatives Research, the Bacchus Network, the California Association of Broadcasters, California Beer and Beverage Distributors, California Beverage Merchants, California Grocers Association, California Hotel & Lodging Association, California Restaurant Association, Circle K, Deluxe Media Management, ECN, The Motorcycle Safety Foundation, Rob Ross Legislative and Governmental Relations, San Diego State University, The U.S. Naval Safety Center and RADD celebrity supporters. All coalition efforts are in concert with California Business, Transportation and Housing Agency departments including the California Highway Patrol, Department of Alcoholic Beverage Control, Office of Traffic Safety, Caltrans and Department of Motor Vehicles. Title sponsors for the ‘Figure It Out’ Campaign are AAA of Northern California, Anheuser-Busch Companies, Automobile Club of Southern California, Chevron, Coors Brewing Company and Miller Brewing Company.

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. www.radd.org