

# News Release

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## **SACRAMENTO: RADD, THE ENTERTAINMENT INDUSTRY'S VOICE FOR ROAD SAFETY, HANDS OUT ITS ANNUAL "SPIRIT AWARDS" TODAY**

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### **On-Going Battle: Drunk Driving Deaths & Offenses on the Rise**

(Sacramento, Calif., March 19, 2008)---In its battle to reduce deaths and arrests from drunk driving, RADD will recognize entities that are assisting its mission and present its annual "**Spirit Awards**" today in Sacramento to a dozen regional and national recipients.

The entertainment industry's voice for road safety over the past 21 years, RADD will make the awards presentations, for outstanding service to its cause, in conjunction with its California Coalition partners, consisting primarily of state run agencies.

Among the categories and recipients are:

1. **Group Spirit** -California Broadcasters Association (CBA) for underwriting Edelman PR's participation in the Coalition and distributing the FIO PSAs statewide.
2. **Team Spirit** - AAA Northern California (CSAA) for Jerry Locsin's work to incorporating the RCC's campaign into AAA's business affairs.
3. **Visionary Spirit:** Jerry Jolly, former ABC Director for his leadership to envision a prominent role for the ABC in a public/private hospitality coalition and the courage to make it so.
4. **College Spirit** – San Diego State University (SDSU) – for SDSU for outstanding progress in mobilizing students and supporting the RADD Crew to enhance college community action furthering the RCC mission of reducing drunk driving.
5. **Spirit of Responsibility** – Universal Studios CityWalk Hollywood for hosting the first RCC Battle of the Bartenders for Mocktails and for generating 100% licensee participation during the 2006-07 winter campaign.
6. **Individual Spirit** - Bob Martinez/DMV who traveled around the State to judge every single Battle of the Bartenders event and gave many English/Spanish interviews at each.
7. **Spirit of Service** - The two '05-07 RCC Marketing Committee Co-Chairs...
  - a. Victoria Horton/CBBB; Mike Brewer/ABC Consulting,

more...

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who gave generously of their time and expertise to encourage, chastise and further the coalition's outreach.

8. **Media Spirit** - MetroNetworks, a Westwood One Company for donating statewide "traffic sponsorships" media bringing the campaign's lifesaving message to 80% of adults in California.
9. **Groundbreaking Spirit** – Metrolink in Southern California, for distributing 10,000 RADD cards and becoming the RCC's first public transportation partner.
10. **National Spirit**- USN Naval Safety Center, Norfolk VA for its direct media support and introduction to the SW Region that reignited an important partnership and activated a valuable regional RCC partner.
11. **Spirit of Partnership** - In each of their award categories, these partners generated 100% distribution of the campaign materials to their networks.
  - a. **Business**: Circle K -- distributed to ALL of its stores and extended to Circle K stores in ConocoPhillips gas stations.
  - b. **Not For Profit**: Motorcycle Safety Foundation (MSF), for campaign distribution to every motorcycle dealer in the State

RADD Sponsor Appreciation Awards were also presented to AAA Northern California, AAA Southern California, American Federation of Musicians, Coors Brewing Company, Miller Brewing Company and MP3tunes.

**Latest stats:** In California in 2006, 1,597 people were killed in alcohol related crashes, up from 1,574 fatalities in 2005 - an increase of 1.5 percent, according to State Wide Integrated Traffic Records System (SWITRS) data. Additionally in 2006, there were 31,099 people injured in alcohol-related crashes, up from 30,810 in 2005. In California in 2006, 197,248 people were arrested for driving under the influence (DUI). The average alcohol-related fatality in California costs \$3.8 million, including \$1 million in monetary costs and \$2.8 million in quality of life losses. The estimated cost per injured survivor of an alcohol-related crash averaged(s) \$115,000 including \$55,000 in monetary costs and \$60,000 in quality of life losses. Alcohol-related crashes accounted for an estimated 20 percent of California's auto insurance payments. Reducing alcohol-related crashes by 10 percent could save \$300 million in claims payments and loss adjustment expenses.

### About the California Coalition

RADD is the leader of the RADD California Coalition. The Coalition was founded with seed funding provided by a grant from the California Business, Transportation and Housing (BTH) Agency through the California Office of Traffic Safety (OTS) and the California Alcoholic Beverage Control (ABC). The partnership involves 5 California traffic safety government agencies, The California Highway Patrol (CHP), Department of Motor Vehicles (DMV), The California Department of Transportation (Caltrans), OTS and ABC and many private industry partners.

### About RADD

RADD, The Entertainment Industry's Voice For Road Safety, is an internationally recognized non-profit organization that empowers celebrities, 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 and its partners have produced the "Figure It Out" campaign, an upbeat, celebrity-driven message for adults 21-34 years-old. ###