



**Business, Transportation and Housing Agency (BTH)
Alcoholic Beverage Control (ABC)
California Highway Patrol (CHP)**

**CALTRANS/Department of Transportation (DOT)
Department of Motor Vehicles (DMV)
Office of Traffic Safety (OTS)**

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Business, Transportation & Housing Agency Secretary Sunne Wright McPeak Launches the RADD California Coalition with a grant of \$300,000

LOS ANGELES – Contributing towards saving lives through improved roadway safety, Business, Transportation & Housing Agency (BTH) Secretary Sunne Wright McPeak awarded the Recording Artists, Actors and Athletes Against Drunk Driving (RADD) with \$300,000 through a grant administered by the BTH Department of Alcoholic Beverage Control (ABC). The grant money will be used for 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, Coors Brewing Company and Miller Brewing Company. Organizational support includes the California Broadcasters Association, California Beer and Beverage Distributors, 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."

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