



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)

Top Talents Compete:

SAN DIEGO BATTLE OF THE BARTENDERS

RADD, Discover Pacific Beach, State of California, “Cal Coalition” Launch Pre “Super Bowl” Campaign to Reduce Impaired Driving, Promote Use of Non-Alcoholic “Mocktails”

(San Diego, Calif., Jan. 18, 2007)--“What’s your plan to avoid driving drunk this winter?”

RADD (the entertainment industry’s voice for road safety based in Hollywood), celebrity messengers and the top dozen bartenders from Pacific Beach, under the sponsorship of “Discover Pacific Beach,” teamed up today for a “Battle of the Bartenders” event to remind California’s young adults to ask the question “What’s The Plan?” and then talk among themselves to “Figure It Out.”

Dozens of top bartending talent from the Pacific Beach area competed against each other to concoct the most original non-alcoholic, “mocktail” drink, as part of a traveling, statewide competition that began before Christmas in Los Angeles and concludes at the end of Jan. in San Francisco.

Officials from around the state gathered to judge the entries and declare a winning “mocktail.”

Recipes for all the entries are posted at www.pacificbeach.org and www.radd.org.

Planning ahead with a designated driver--long before everyone shows up at the party in their own car-- is the key to get the whole group home safely after a night of partying, says RADD.

The winter-long RADD/State of California campaign features radio ads, retail rewards, collateral material at retail and in state offices like the Department of Motor Vehicles (DMV), The California Department of Alcoholic Beverage Control (ABC), Caltrans, The California Office of Traffic Safety and the California Highway Patrol (CHP), and celebrity PSAs that will run through January, concluding on “Super Bowl Sunday,” Feb. 4.

RADD: The Entertainment Industry’s Voice for Road Safety, the State of California, San Diego State University and other colleges, restaurants, bars, brewers, professional musicians, the Auto Club and a high tech entertainment company have joined forces as the “RADD California Coalition” to promote real-world solutions to avoid driving drunk, including using a designated driver, calling a cab and staying over at a hotel or with friends.

RADD celebrity messengers lending their images and/or voices to the campaign include recording artists **John Ondrasik of Five for Fighting** and **Sugarland**, backed up by recording artists **Sammy Hagar**, **Josh Kelley**, **Emily Richards**, actor **Brandon Routh** and NASCAR drivers **Carl Edwards**, who taped PSAs and liners that pose the “What’s the Plan?” question and offer solutions, including reminding motorcycle riders that they are the designated driver.

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Further raising the volume on this important message, the **American Federation of Musicians** is encouraging its professional musician members to engage fans during live performances, and include the campaign's "plan ahead" message in web postings and media interviews.

With RADD celebrities working the airwaves, the RADD California Coalition is focusing on building community outreach to recruit restaurants, bars, clubs, convenience/package stores and lifestyle merchants to offer rewards to adults who pledge to be and use a designated driver or other form of safe ride—like Metrolink and the subway that connects CityWalk at Universal City to the Staples Center in downtown Los Angeles.

The Coalition's call to action to the business community is simple: sign up as a RADD participating retailer.

Bars and restaurants agree to offer free soft drinks to acting designated drivers in a group of three or more. Convenience stores and other lifestyle merchants provide a discount or gift with purchase of their choice. Consumers present a RADD Designated Driver's License™ to trigger the incentives and remind cardholders that every outing should be a planned one.

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 also get a free online music storage locker from MP3tunes.com.

A sampling of retailers and merchants who have pre-registered as RADD retailers to honor adults who agree to be responsible for themselves and their friends this holiday season include: Circle K and ConocoPhillips convenience stores statewide; online music site MP3tunes.com; virtually every bar at Universal Studio Hollywood's CityWalk; Hollywood's Safari Sam's; Laguna Beach's Mozambique Lounge, The Park, Zoo Club and Hardrock Cafe in Sacramento; San Francisco's Ruby Skye, Hardrock Cafe and Compadre's; a Burger King in Santa Ana; and motorcycle shops around the state.

Statewide, Pacific Beach is the leading hospitality zone, with over 20 popular restaurants and clubs already registered. Coming on strong in Northern California, CAL-PAC is signing up its members.

The RADD California Coalition, founded with seed funding provided by a grant from the California Business, Transportation and Housing Agency, produces the annual "Figure It Out" campaign, an upbeat, celebrity-driven celebration 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.

"We're proud of the way California businesses like California's Auto Clubs, MP3tunes.com and two of America's largest brewers-- competitors Coors and Miller-- have stepped up to address

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

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Discover Pacific Beach: Discover Pacific Beach, the business improvement association, is comprised of 1,200 businesses. Our geographic area includes Grand and Garnet Avenue between Mission Boulevard and Interstate 5, as well as, streets such as Cass, Turquoise, Lamont and Mission Bay Drive. The City of San Diego's business improvement district (BID) program, the largest in the State of California and one of the most active in the nation, is administered by the Office of Small Business. San Diego currently has 19 separate BIDs.

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 AAA of Northern California, ABC Consulting, American Federation of Musicians, AOD Initiatives Research, Automobile Club of Southern California, 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, Coors Brewing Company, Deluxe Media Management, ECN, Miller Brewing Company, the Motorcycle Safety Foundation, MP3tunes.com, 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 2006 Figure It Out Campaign are AAA of Northern California, American Federation of Musicians, Automobile Club of Southern California, Coors Brewing Company, Miller Brewing Company, and MP3tunes.com.

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.

“Battle of the Bartenders” Event Location:

PB Bar & Grill, 860 Garnet Ave., San Diego,

PARTICIPATING BARS

1. PB Bar & Grill (860 Garnet Avenue Pacific Beach)
2. Johnny V (945 Garnet Avenue Pacific Beach)

3. Sandbar (718 Ventura Place Mission Beach)
4. Tavern at the Beach (1200 Garnet Avenue Pacific Beach)
5. Silver Fox (1833 Garnet Avenue Pacific Beach)
6. Daddio's Superior Bar & Grill (4656 Mission Blvd Pacific Beach)

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7. Moondoggies (832 Garnet Avenue Pacific Beach)
8. JRDN at Tower 23 (723 Felspar Avenue Pacific Beach)
9. Gringos (4474 Mission Blvd Pacific Beach)
10. RT's Longboards (1466 Garnet Avenue Pacific Beach)
11. Wavehouse (3115 Ocean Front Walk Mission Beach)
12. Bub's (1030 Garnet Avenue Pacific Beach)

Judges for Thursday's "Battle of the Bartenders" event:

Command Master Chief, U.S. Navy...Craig R. Morey
SDPD.....

President, Interfraternity Council of SDSU.....Burley Wright

President, MP3Tunes.com.....Emily Richards

Chief of Information Services, California Dept. of Motor Vehicles, Sacramento.....Bob Martinez
Manager, AAA, San Diego office.....Jill Clark

Acronyms:

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California Highway Patrol (CHP)

California Department of Transportation (CALTRANS)

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