



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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## RADD'S BATTLE OF THE BARTENDERS CELEBRATES SACRAMENTO DESIGNATED DRIVERS

*Local Bartenders Compete to Prepare Their Best Non-Alcoholic Drinks as a  
Reminder to Always Plan Ahead and Designate a Driver*

(Sacramento, CA. January 26, 2007) – Today at the Hard Rock Café in downtown Sacramento, RADD, the Entertainment Industry's Voice for Road Safety, brought together Sacramento's top bartenders to compete in a non-alcoholic drink (mocktail) contest to celebrate designated drivers.

The contest is part of a traveling, statewide competition that began in December to promote lifestyle solutions to prevent drunk driving, including using a designated driver, calling a cab and staying over at a hotel or with friends. The winter-long RADD campaign also features celebrity radio PSAs and retail rewards that will run through Super Bowl weekend.

“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,” said Erin Meluso, President of RADD.

For more information about RADD and the RADD California Coalition “What’s the Plan?...Figure it Out!” campaign, log onto [www.radd.org](http://www.radd.org)

**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. The California Business, Transportation and Housing Agency, California Department of Alcoholic Beverage Control(ABC), California Highway Patrol (CHP), California Department of Motor Vehicles, Caltrans and the California Office of Traffic Safety (OTS) all have participated in the Designated Driver Campaign.

**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](http://www.radd.org).