



News Release

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OLCC, distillers and TV team up to encourage responsible drinking during the holidays

Portland, OR – From Thanksgiving to New Year's, the holidays often involve celebrating with alcoholic beverages -- including the traditional toast.

This year, the Oregon Liquor Control Commission has partnered with distillers and local TV stations to air responsible drinking messages, reminding Oregonians to celebrate the holidays safely.

"Responsible drinking affects us all. That's why we've joined forces with our business partners to create these messages," says Rudy Williams, OLCC Deputy Director of Public Safety Services Program. "So many wonderful memories are created during the holidays. Let's not ruin it with an alcohol-related tragedy."

Three Public Service Announcement campaigns have launched on KGW, KPTV and KOIN. A different distiller sponsors each campaign. Bacardi has sponsored the PSA on KGW, Crown Royal is funding the campaign on KPTV and Hood River Distillers is financing the announcement on KOIN.

Each campaign will air through New Year's weekend, reminding Oregonians to drink responsibly over the holidays. Drinking and driving, as well as tips on how to be a good party host, are just a couple of topics covered in the spots.

The three PSA's can also be found on the OLCC's YouTube page at www.youtube.com/user/OLCC2008

Additional tips on how to host a successful and responsible holiday party can be found on the OLCC's web page at www.oregon.gov/olcc

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Promoting the public interest through responsible alcohol sales and service.