



News Release

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OLCC and ODOT present “Wasted,” a video aimed at curbing underage drinking and driving

PORTLAND, Ore. – Underage drinking can be dangerous. Coupled with the power of a moving vehicle – the results can be outright devastating. According to The Center on Alcohol Marketing and Youth, three teens die from drinking and driving every day.

The Oregon Liquor Control Commission, in cooperation with the Oregon Department of Transportation, has created a five-minute video that profiles the aftermath of decisions to drink and drive or to get in a car with someone who has been drinking. "Wasted" documents the horrific chain of events that occurred after a Clackamas High School student chose to ride in a vehicle with a drunk driver.

“Feedback we’ve received from local teenagers is that this isn’t your typical underage drinking message,” said Rudy Williams, OLCC Deputy Director, Public Safety Services. “What makes this video stand out is that it presents actual testimonials. It isn’t a “what if?” scenario, it is real life. These are teens whose lives are forever changed.”

The video will be shared with schools, PTAs, youth organizations, prevention groups, law enforcement, state legislators, as well as the liquor administrations of all 50 states for use in educational programs nationwide. Although the target audience is middle and high school students, the testimonies of the people affected have an emotional connection that can touch hearts of all ages.

“We succeed in saving a life if just one teen refuses to get in a car with a drunk driver or chooses not to drink and drive because of this video,” says Williams. “We believe the DVD is important because at the heart of everything we do, keeping alcohol out of the hands of minors matters.”

For your convenience, an online version can be found:

YouTube:

<http://www.youtube.com/user/OLCC2008#p/u/0/bbT8oAAG-b4>

Facebook:

<http://www.facebook.com/video/video.php?v=142502169121818>

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“Promoting Responsible Alcohol Sales and Service”