



NEWS RELEASE

Oregon Liquor Control Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522



For more information:

Christie Scott, OLCC Spokesperson
Christie.scott@oregon.gov (503) 872-5002

Marissa Frisina, Director, External Corporate Communications, Pernod Ricard USA
Marissa.frisina@pernod-ricard.com, (212) 372-5283
<http://pernod-ricard.com/722/drink-driving>

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The Oregon Liquor Control Commission and Pernod Ricard USA partner on PSA campaign during the season of holiday entertaining *PSA calls out "excuses" for drunk driving*

Portland, OR –The Oregon Liquor Control Commission is partnering with distilled spirits supplier, Pernod Ricard USA to share an important social responsibility message around responsible drinking. The campaign message, "Drunk driving doesn't start with a drink. It starts with an excuse," calls to attention excuses people may make to justify drinking and driving.

- Do I look like a guy who can't handle his alcohol?
- Oh quit it. I've driven home from here so many times, I could do it blindfolded.

[The fifteen-second public service announcements](#) (PSAs) will air on KGW, Channel 8 in the Portland metro area and online during the 2015-2016 holiday season. The online campaign will incorporate social media and targeted web and mobile marketing, focusing on adults age 21 and over.

The OLCC urges Oregonians to plan ahead for a safe ride home. "The holiday season is full of fun and festivity," says Merle Lindsey, OLCC Deputy Director. "Whether celebrating at a friend's home or at one of the 12,000 liquor-licensed businesses across the state, making good decisions about drinking can help protect yourself, the business owner or party host, and every other driver on the road."

"Pernod Ricard USA is proud to partner with the OLCC on this PSA program as part of our commitment to the responsible consumption of our products," says Jack Shea, VP Corporate Communications, "As creators of great company, our goal is for our brands to always be enjoyed responsibly and in moderation."

OLCC has a list of [responsible party host tips](#) available on its website to help both the party host and party goers make the holiday season safe and enjoyable for all. Third party liability laws in Oregon can hold a business or homeowner responsible for alcohol-related damages, injuries, or even death. The PSA aims to inform drivers of the dangers and encourage them to change their behavior.

More information about [Pernod-Ricard USA](#) and [Oregon Liquor Control Commission](#) is available online.

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