



# News Release

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

**For more information:**  
**Christie Scott, 503-872-5002**  
**Randy Silva, 503-872-5205**

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## **OLCC receives second award in two years from the National Conference of State Liquor Administrators** **2009 HEALTH & SAFETY AWARD AWARDED TO OLCC FOR "LAST CALL" VIDEO**

**PORTLAND, ORE** – The Oregon Liquor Control Commission received the 2009 Health & Safety Award June 18 from the National Conference of State Liquor Administrators for a video project, "Last Call." Last year, the commission received the Social Responsibility Award for the Responsible Vendor Program.

The NCSLA Best Practices Awards recognize programs and practices that are innovative, pioneering and deemed to be of value to other states and the regulated industry. Deputy Director, Rudy Williams accepted the award on behalf of the commission at the National Conference of State Liquor Administrators in Nashville.

The video, "Last Call," was developed as an educational tool for alcohol servers to help motivate business owners and their employees to sell alcohol in legal and responsible ways. The ten-minute video contains testimonials from a trauma nurse, an officer who was paralyzed in the line of duty by a drunk driver and a mother who lost her son, father and cousin in separate drunk driving incidents.

"This is a very prestigious honor to be recognized among peers," said Rudy Williams, OLCC Deputy Director. "To be awarded by the same organization two years in a row has put Oregon into the forefront, being acknowledged as a leader in public safety and innovation."

The Oregon Department of Transportation was instrumental in creating the video. Their staff assisted by offering videography services and funding the video project.

The video is available on OLCC's YouTube channel, <http://www.youtube.com/user/OLCC2008>. The Alcohol Server Education program, which is part of the OLCC's public safety division, submitted the video for consideration. Alcohol Server Education staff have shared the video with other liquor control boards and public safety organizations around the country.

Visit [www.ncsla.org](http://www.ncsla.org) for additional information on the National Conference of State Liquor Administrators.

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