



News Release

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Binge Drinking: There's no good excuse

PORTLAND, Ore. – As folks are planning their New Year resolutions, the Oregon Liquor Control Commission and distilled spirit supplier Pernod Ricard USA want to remind folks about the dangers of binge drinking. The campaign features a 30-second public service announcement aimed at dismissing common excuses used to binge drink. This campaign is airing on KPTV-12 in the Portland metro area.

"Binge drinking is a problem that affects a variety of age groups and can be very, very dangerous," says Rudy Williams, OLCC Deputy Director of the Public Safety Services Program. "The partnership we have with Pernod Ricard USA on this campaign allows our agency to raise awareness about the myriad of excuses people use to perpetuate the myth that binge drinking is socially acceptable."

"Pernod Ricard USA is pleased to partner with the OLCC in this campaign, which aims to reduce excessive alcohol consumption," says David Jackson, VP Control State Strategy, Pernod Ricard USA. "We encourage enjoyment of our brands but reject inappropriate consumption in any form."

The public service announcement can also be seen on the OLCC's Youtube channel, <http://www.youtube.com/user/OLCC2008>

A few helpful tips for preventing binge drinking:

- Start the night with a non-alcoholic drink or soda
- Limit the amount of money you have with you, and leave your credit card at home
- Drink slowly - try to limit yourself to 1 drink per hour so you can tell how you feel after every drink
- Don't drink on an empty stomach. Fill up on food and water before and during the event
- Dance and move around a lot - you can't drink as much as when you sit down all night
- Go out with a friend who doesn't drink that much, or at all

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Did you know that in the last two years, the OLCC distributed more than \$343 million to Oregon's General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC's Website.](#)