OLCC and Jim Beam partner on Social Responsibility Campaign
Buzzed Driving is Drunk Driving

Portland, OR – The Oregon Liquor Control Commission and distilled spirits supplier, Beam Suntory remind Oregonians to plan ahead for a safe ride home before gathering with family and friends to celebrate the holidays. Through the partnership, a public service announcement, sponsored by Jim Beam will air on KOIN 6 this holiday season highlighting the consequences of driving buzzed.

From Thanksgiving to New Year's, the holidays often involve celebrating with alcoholic beverages - including the traditional toast. “The OLCC wishes all of you a fun and festive holiday season,” says Will Higlin, OLCC Deputy Director. “Whether celebrating at a friend’s home or at one of Oregon’s liquor-licensed businesses, making good decisions about drinking can help keep the holidays enjoyable for everyone.”

The 30-second PSA can be found on the OLCC's YouTube page.

OLCC has a list of responsible party host tips available on its website to help both the party host and party goers make the best of holiday entertaining. Third party liability laws in Oregon apply to a business or homeowner responsible for alcohol-related damages, injuries, or even death.