

RISE: ARE YOU GOING TO JOIN THE NATION OF RESPONSIBLE DRINKERS?

I'M RISE JILL MILLER. TWO-THOUSAND TWELVE MARKS 30 YEARS SINCE ANHEUSER-BUSCH LAUNCHED THE "KNOW WHEN TO SAY WHEN" RESPONSIBILITY CAMPAIGN, ENCOURAGING ADULTS TO DRINK RESPONSIBLY. A LOT OF PROGRESS HAS BEEN MADE SINCE THE COMPANY INTRODUCED THE PROGRAM THREE DECADES AGO. FOR EXAMPLE, DRUNK DRIVING FATALITIES NATIONWIDE HAVE DECREASED BY FIFTY TWO PERCENT, ACCORDING TO THE U.S. DEPARTMENT OF TRANSPORTATION. KATHY CASSO, VICE PRESIDENT OF CORPORATE SOCIAL RESPONSIBILITY, ANHEUSER-BUSCH:

KATHY: DRUNK DRIVING FATALITIES ARE AT RECORD LOWS AND ANHEUSER-BUSCH IS PROUD OF THE CONTRIBUTION OUR COMPANY, OUR WHOLESALERS AND MANY OTHERS ARE MAKING TOWARDS THIS POSITIVE OUTCOME. IT'S IMPORTANT TO RECOGNIZE HOW FAR WE'VE COME, BUT THERE'S MORE TO BE DONE. THAT'S WHY WE'RE ASKING ADULTS TO PLEDGE THAT THEY WILL RESPECT THE LEGAL DRINKING AGE, ENJOY RESPONSIBLY, KNOW WHEN TO SAY 'WHEN' AND BE OR USE A DESIGNATED DRIVER.

RISE: ADULTS CAN PLEDGE TO DRINK RESPONSIBLY AND JOIN THE NATION OF RESPONSIBLE DRINKERS AT NATION OF RESPONSIBLE DRINKERS DOT COM.