

**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.**