

RISE: **EVERY FOUR YEARS AMERICANS FOCUS ON PRESIDENTIAL CANDIDATES AND IMPORTANT POLITICAL ISSUES. I'M RISE JILL MILLER**

DURING THIS ELECTION CYCLE, ANHEUSER-BUSCH IS ASKING ADULTS TO SUPPORT A NON-PARTISAN CAMPAIGN FROM BUDWEISER – TO ALWAYS BE OR USE A DESIGNATED DRIVER. ON SEPTEMBER 21ST ANHEUSER-BUSCH EMPLOYEES AND WHOLESALERS OBSERVE GLOBAL BEER RESPONSIBLE DAY, AND REMIND ADULTS IN COMMUNITIES ACROSS THIS COUNTRY TO BE OR USE A DESIGNATED DRIVER.

KATHY CASSO, VICE PRESIDENT OF CORPORATE SOCIAL RESPONSIBILITY, ANHEUSER-BUSCH:

KATHY: BUDWEISER HAS A LONG HISTORY OF PROMOTING THE USE OF DESIGNATED DRIVERS, AND THANKS TO THESE EFFORTS DESIGNATING A DRIVER HAS BECOME A ROUTINE PART OF OUR SOCIAL LIVES. OUR EFFORTS RUN YEAR ROUND, BUT GLOBAL BEER RESPONSIBLE DAY GIVES OUR EMPLOYEES AND WHOLESALERS AN OPPORTUNITY TO UNITE ON ONE SINGLE DAY TO AMPLIFY ONE OF OUR KEY RESPONSIBLE DRINKING MESSAGES.

RISE: **THAT'S A CAMPAIGN WE CAN ALL GET BEHIND...TO GET INVOLVED, LISTENERS 21 AND OLDER CAN PLEDGE TO DRINK RESPONSIBLY AND BE OR USE A DESIGNATED DRIVER BY VISITING NATION OF RESPONSIBLE DRINKERS DOT COM.**