



# News Release

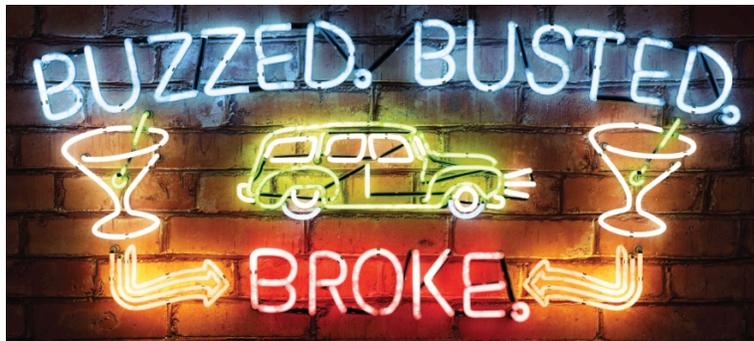
Oregon Liquor Control Commission  
9079 SE McLoughlin Blvd., Portland, OR 97222-7355  
1-800-452-6522

For more information:  
Christie Scott, OLCC Public Affairs Specialist, (503) 872-5002  
[Christie.scott@state.or.us](mailto:Christie.scott@state.or.us) [www.oregon.gov/olcc](http://www.oregon.gov/olcc)

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## Oregon buses glowing with “buzzed driving” message

**PORTLAND, Ore.** – *What do we need to get your attention, a neon sign?* The Oregon Liquor Control Commission, Jack Daniels, Portland Timbers and the National Alcohol Beverage Control Association hope that their new “Buzzed, Busted, Broke” public service announcement (PSA) campaign will get the attention of Oregonians around the state.



Drive buzzed, get busted and go broke from the fines and legal fees – that’s the message being shared on the back of 19 city buses in Portland, Medford, Eugene, Corvallis and Albany. Most of the buses will feature reflective paint to accent the neon sign look.

“Placing the message on buses just makes sense since public transportation is a great alternative to drinking and driving,” says Merle Lindsey, OLCC Interim Executive Director. “You don’t have to blow a .08 to be ticketed for DUII. If you’re going to be drinking, the safest bet is to plan ahead for a safe ride home.”

An additional component of the campaign are :15 and :30 second PSAs that will air during three Timbers home matches (Sept. 7, 20, 29) on the stadium big screen.

“We are proud to be partnering with the Oregon Liquor Control Commission on such an important campaign to help curb drunk driving, says Jennifer Powell, Senior Brand Manager Jack Daniel’s. At Jack Daniel’s, we encourage our friends to drink responsibly.”

The campaign started early September, and lasts through mid-October. PSAs were developed *pro bono* by advertising agency Merkley + Partners as part of the Ad Council’s national ‘[Buzzed Driving is Drunk Driving](#)’ campaign.

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*“Promoting Responsible Alcohol Sales and Service”*

*Did you know that in the last two years, the OLCC distributed nearly **\$397 million** to Oregon’s General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC’s Website.](#)*

**About Jack Daniel's:**

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Whiskey-Based Ready-to-Drink Beverages and Jack Daniel's Country Cocktails.

**Jack Daniel's encourages its friends to drink responsibly.**