



News Release

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

For more information:
Christie Scott, Public Affairs Specialist, (503) 872-5002
www.oregon.gov/olcc

Saturday, December 14, 2013

OLCC celebrates "Drinking & Drugged Driving Awareness Month" with Annual Holiday Campaign

PORTLAND, Ore. – As the holiday season is upon us, the Oregon Liquor Control Commission knows that there are lots of things to consider when planning holiday celebrations with family and friends.

"One thing we hope you remember is to plan ahead for a safe ride home," says OLCC Deputy Director, Merle Lindsey. "We want folks to get together at a friend's house or meet up at a local restaurant to enjoy the season. We also want you to make it home safely."



OLCC's annual *Celebrate Responsibly* campaign features two television public service announcements. The "Celebrating Designated Drivers" PSA is sponsored by Anheuser-Busch and is airing on KOIN. The "Holiday Lights" PSA is

sponsored by Crown Royal and can be seen on KPTV. Both television campaigns will air through New Year's. The video announcements can be seen on the [OLCC's Youtube channel](#).

The campaign coincides with National Drinking and Drugged Driving Awareness Month. In recognition, Gov. John Kitzhaber proclaimed December as "3D Month."

Hosting a party? OLCC has several tips for planning a [safe holiday party](#). [Social host liability laws](#) can also hold party hosts responsible for any damages, injuries or even death caused by an over-intoxicated guest at your party. OLCC reminds party-goers to know their limits as well. It is against the law for servers and bartenders to sell alcohol to someone who is visibly intoxicated.



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

##

STATE OF OREGON
PROCLAMATION
OFFICE OF THE GOVERNOR

- WHEREAS:** More than 2,000 individuals were killed and over 10,000 people were injured by drinking and drugged drivers in Oregon this past decade, with a financial cost of more than \$9 billion; and
- WHEREAS:** This destruction of lives and personal property can be drastically reduced through a combination of effective laws; community programs that integrate and coordinate the enforcement, prosecution, adjudication, treatment, and education components of the driving under the influence of intoxicants (DUI) system; changes in societal attitudes toward drinking and driving; and increased safety belt usage; and
- WHEREAS:** The progress to date is in part the result of the efforts of millions of committed citizens across the nation and thousands of caring Oregonians; and
- WHEREAS:** By working together toward a common goal of reducing the incidents of drinking and drugged driving and therefore fewer alcohol and drug-related fatal and injury crashes, we will enjoy a safer transportation system.

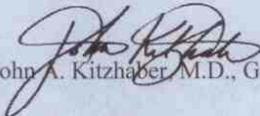
NOW,
THEREFORE: I, John A. Kitzhaber, M.D., Governor of the State of Oregon, hereby proclaim **December 2103** to be

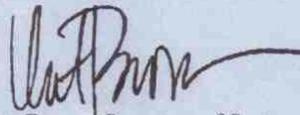
DRINKING AND DRUGGED DRIVING AWARENESS MONTH

in Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon on this day, November 14, 2013.




John A. Kitzhaber, M.D., Governor


Kate Brown, Secretary of State