

STATE OF CALIFORNIA

EDMUND G. BROWN JR., GOVERNOR

**OFFICE OF TRAFFIC SAFETY**

2208 KAUSEN DRIVE, SUITE 300  
ELK GROVE, CA 95758

[www.ots.ca.gov](http://www.ots.ca.gov)

(916) 509-3030

(800) 735-2929 (TT/TDD-Referral)

(916) 509-3055 (FAX)



## **PRESS RELEASE**

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**CONTACT:**

Chris Cochran

(916) 509-3063

[chris.cochran@ots.ca.gov](mailto:chris.cochran@ots.ca.gov)

### **The California Office of Traffic Safety Puts a New Spin on Drinks for Designated Drivers**

Sacramento, CA – The California Office of Traffic Safety is launching a new component to its ongoing anti-drunk driving public awareness campaign, a new yearlong effort that will target designated sober drivers by featuring a monthly non-alcoholic Designated Driver Drink, or “DDrink” promotion. This new campaign element is in partnership with bars and restaurants throughout California. With the use of interesting and creative new non-alcoholic drink concoctions, the promotion helps encourage bar patrons and partygoers to consider DDinks as an alternative to just water or soft drinks for those who have the important role of designated sober driver.

DDrink recipes were submitted by 12 food and drink establishments in Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. In support of the campaign, OTS has added an interactive Facebook tab to support the DDink recipes, providing easy access to patrons who may want to recreate one of the 12 featured drinks at home. Each month, OTS will feature one recipe on its Facebook and Twitter pages, promoting the non-alcoholic beverage and highlighting the partner establishment and drink “mixologist”. In addition to an enhanced social media presence, the campaign will also be strongly supported by in-restaurant resources, including table tent cards, menu inserts, and window and mirror signs displayed in each of the participating locations.

“This campaign is an exciting and innovative way to promote alternative drinks for the designated sober driver,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “These drinks are unique and were created by skilled bartenders throughout the state who recognize the importance of offering sober drivers a tastier drink option rather than resorting to the usual cola or plain water. By choosing to remain sober, drivers are helping to ensure that our streets are safer and lives are being spared.”

DDrink Promotion Launch

8/1/12

2-2-2

Although California reached a 66 year low in traffic deaths in 2010, the National Highway Traffic Safety Administration (NHTSA) recently projected the state to have had an increase in traffic deaths in 2011. Hundreds are killed on California roadways as a result of drunk driving crashes.

Planning ahead and designating a sober driver, or ensuring that you are sober if you are planning on getting behind the wheel, can keep you and others safe while on the road. For more information on the DDrink campaign and a list of participating bars and restaurants, please visit the OTS Facebook page at [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS) or follow OTS on Twitter @OTS\_CA. For more information on all OTS efforts, visit [www.ots.ca.gov](http://www.ots.ca.gov)

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