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**PRESS RELEASE**

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**The California Office of Traffic Safety Announces “Spring Green” DDrink Recipes Just in Time for St. Patrick’s Day Celebrations**

Sacramento, CA – The California Office of Traffic Safety (OTS) is announcing both its spring featured Designated Driver Drink, or “DDrink,” and a bevy of green themed DDrinks appropriate for St. Patrick’s Day celebrations. DDrinks are refreshing non-alcoholic beverages with unique flavor combinations that were each developed by one of the 12 bars and restaurants that have partnered with OTS. The popular recipes, featured on OTS’ Facebook DDrink Mixology Center, make great options for those looking for festive alternatives to typical cocktail recipes. DDrinks stress the importance of identifying who is the Designated Sober Driver before the drinking starts, then encourages them to celebrate while keeping to their promise not to drink.

The Ginerade, developed by Sean Williams of Sacramento’s Club House 56, contains fresh strawberries and tasty ginger syrup, the perfect ingredients to revitalize the senses and kick off the spring season. Those looking for a “taste of the green” for St. Patrick’s Day can pick from: Pfimm’s Cup, created by Jared Anderson of San Francisco’s 15 Romolo; the Virgin Mule, by Justin Fortier of San Diego’s El Dorado Cocktail Lounge; or the Cucumber Nojito by Dale Dougherty of Firehouse #1 in San Jose. Recipes for these and more DDrinks can be found at the California OTS Facebook page - [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS).

“This campaign is a vital component of OTS’ DUI prevention efforts and extends further than offering people non-alcoholic drink options,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “DDrink efforts are improving the public’s perception often associated with the designated driver role, making it viewed as a necessity for any night out or holiday gathering, and not just a convenience.”

The DDrink campaign is focused around hand-crafted non-alcoholic drink recipes submitted by food and drink establishments in cities throughout California: Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. The interactive OTS Facebook tab features all current DDrink recipes and provides quick access for patrons who may want to try one of the featured drinks at home or suggest it to their local bartender.

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