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## **HARBOR DISTRIBUTING TEAMS UP WITH NEWPORT BEACH POLICE AND HEINEKEN USA TO ELIMINATE DUI DRIVERS**

August 1, 2008

ANAHEIM CA – August 1, 2008, The Newport Beach Police Department supported, by Harbor Distributing and Heineken USA, recently unveiled a program to deter drunk driving in Newport Beach California. Enforcement is but one tool that is utilized by the Newport Police Department to combat drinking and driving (DUI). The Newport Police Department continually works to create innovative programs that reduce these violations. Most recently, the Newport Police Department teamed up with Heineken USA and Harbor Distributing to produce a dozen banners posted at local bars that send a clear message to people who have been drinking that it's cheaper to take a taxi home rather than get arrested for DUI.

The posters and banners were funded by Harbor Distributing and Heineken USA and many local Newport bars and restaurants have chosen to display the banners in their establishments, demonstrating their support for alcohol awareness and responsible drinking. The banners tell the reader that the cost of a taxi is \$27.65 and the cost of DUI bail is \$2,500.00 (for a first offense). It is the hope of the Police Department that the banners will ultimately deter people from driving if they have been drinking and reduce alcohol related injury and fatal collisions.

Heineken USA and Harbor Distributing are committed to supporting programs that promote responsible service and consumption of the products they manufacture and distribute. Their partnership with the City of Newport Beach is one of many ways they demonstrate this commitment locally and nationally.

The Newport Police Department arrested over 900 people in 2007 for public intoxication. They also arrested 353 DUI drivers in the first 6 months of 2008, up 31% from 2007. Thanks to a grant from the Office of Traffic Safety, enforcement efforts have significantly increased since November 2007. One of the Department goals is to reduce the number of people who drink and drive in Newport Beach as well as reduce the number of collisions caused by drinking drivers. The Department balances the effort with enforcement and education such as the program with Harbor Distributing.

Currently the bars and restaurants participating in the awareness program include, Baja Sharkeez, The District, Woody's Wharf, Bulewater Grill, Class of 47', Mutt Lynchs', Blue Beet, and Balboa Saloon.