



Anaheim Community Takes Steps To Combat Underage Drinking

Anaheim Police Department Teams With Harbor Distributing, LLC & Heineken USA To Promote Awareness and Responsibility At The National Night Out Event

Anaheim, Calif. – August 3, 2010 – The Anaheim Police Department today announced its plans to collaborate with Harbor Distributing LLC and Heineken USA in an effort to remind local citizens of the importance of the responsible consumption of alcohol throughout the year. During the 27th annual “National Night Out” against crime event, the Anaheim Police Department will provide parents with the Health Alliance on Alcohol’s “*Facts & Conversations*” book series, a resource to help them educate their children and start the potentially challenging conversations around underage access to alcohol.

“National Night Out” is designed to heighten alcohol, drug and crime prevention awareness; increase participation in anti-crime efforts; strengthen police and community partnerships; and alert criminals that neighborhoods are organized in their effort to fight crime. Anaheim’s National Night Out will be held on August 3, with a community celebration being held between 5:00 p.m. and 8:00 p.m. at Eucalyptus Park.

The Health Alliance on Alcohol “*Facts & Conversations*” book series is part of a national education initiative to reduce the underage consumption of alcoholic beverages through parent/child communications. The booklets are designed to provide parents with techniques to initiate the difficult conversations with their children about alcohol. Booklets covering peer pressure and alcohol and college will be available at the Anaheim Police Department booth during the “National Night Out” event. The complete nine-part book series -- available in both English and Spanish -- can be viewed, downloaded or ordered for free at www.HealthAllianceonAlcohol.com.

“It’s important to educate teens on the health and legal implications of underage drinking,” said John Welter, chief of the Anaheim Police Department. “The best thing we can do as parents and members of the community is to set the right examples and initiate the tough conversations. The Anaheim Police Department is pleased that Harbor Distributing and Heineken USA have stepped up to help make this a safe and responsible community.”

“Anaheim’s National Night Out is an effective program. We are pleased to be involved with the Anaheim Police Department and our fellow Anaheim businesses to strengthen our community partnerships and encourage responsible consumption of alcohol,” said Tom Reyes, president, Harbor Distributing, L.L.C.

“Since our company’s beginnings, Heineken has focused on the responsible enjoyment of our products and supported solutions to issues associated with alcohol consumption,” said Dan Tearno, chief corporate relations officer, Heineken USA. “We’re glad to have the opportunity to play our part and join with Harbor Distributing to support the work of the Anaheim Police Department to curb underage drinking.”

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About Harbor Distributing

Harbor Distributing, a local beer distributor based in Anaheim, California, is committed to marketing and selling the products it distributes responsibly. The distribution of the Health Alliance on Alcohol book series is just one of the ways the company supports law enforcement’s efforts to deter drunk driving and underage access to alcohol.

About Heineken USA

Heineken USA Inc., the nation’s premier beer importer, is a subsidiary of Heineken International BV, which is the world’s most international brewer. European brands imported into the U.S. include Heineken Lager, the world’s most international beer brand; Heineken Light; Amstel Light, a leading imported light beer brand; Newcastle Brown Ale, the leading imported ale in the United States; and Buckler non-alcoholic brew. Heineken USA is also the exclusive USA importer for the Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from Mexico. For a safe ride home, download the Heineken USA-sponsored Taxi Magic™ application from your smartphone at taximagic.heineken.com. Please visit www.EnjoyHeinekenResponsibly.com.