



Anaheim Police Department teams up with Harbor Distributing and Heineken USA to promote Alcohol Awareness and Responsibility at the National Night Out Event.

Anaheim, CA, August 4, 2009 - The Anaheim Police Department has collaborated with Harbor Distributing L.L.C. and Heineken USA on Alcohol Awareness for the 26th Annual "National Night Out" Against Crime Event providing the Health Alliance on Alcohol *Facts & Conversations* book series to the community.

"National Night Out" is designed to heighten alcohol, drug, and crime prevention awareness, increase participation in anti-crime efforts, and strengthen police and community partnerships, and alert criminals that neighborhoods are organized in their effort to fight crime. An event highlighting National Night Out will be held on August 4th between 5:00 PM and 8:00 PM at Stoddard Park (Ninth and Katella). The community is encouraged to come and participate.

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

"We are very pleased and proud to join with our new partners in promoting the safe and responsible consumption of alcoholic beverages. We are grateful to have these additional voices in spreading the message and the added resources they provide," said Anaheim Police Chief John Welter.

"Anaheim is a great city; we are proud of Harbor's roots in the community and our contributions to Anaheim's economic activity. At Harbor Distributing, we are dedicated to being a leader in the business community by providing great products, great service and great jobs. Thank you, to Chief Welter and to the entire Anaheim Police Department for all that they do in the community and for their willingness to partner with us on responsible alcohol consumption programs. Thank you also, to Heineken USA for their tremendous partnership and leadership in responsible programming," said Tom Reyes, President, Harbor Distributing, L.L.C.

"We have always placed a high value on responsibility and caring about the communities where we live and work," said Dan Tearnio, chief corporate relations officer, Heineken USA. "We're proud to partner with Harbor Distributing to support the work of the Anaheim Police Department to curb underage drinking."

Harbor Distributing LLC is a local beer distributor that believes in marketing and selling the products it distributes responsibly. The distribution of the Health Alliance on Alcohol book series is just one aspect of the active role the company plays in partnering with law enforcement to deter drunk driving and underage access to alcohol.

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