



Relax Responsibly - Take a Taxi

Harbor Distributing, Crown Imports and the Licensed Establishments of Huntington Beach, Encourage Responsible Consumption During the 2009 US Open of Surfing Event

Huntington Beach, CA, July 23, 2009 -- The 15th Annual US Open of Surfing is underway through July 26 in Huntington Beach, California. As surfers from around the world compete and soak up the fun on the beach, Crown Imports LLC, Harbor Distributing, LLC, and the licensed establishments of Huntington Beach have come together to raise awareness about responsible consumption. Locals and guests will find information throughout Huntington Beach encouraging surf fans to "Relax Responsibly" by taking a taxi home after the US Open festivities.

"Relax Responsibly - Take a Taxi" posters will be displayed by more than 30 licensed establishments in the beach areas of Huntington Beach, to remind patrons to enjoy the festivities responsibly. The posters provide patrons with telephone numbers of taxi cab services in the Huntington Beach area, including 24/7 Yellow Cab (714-279-0192) and Huntington Beach Yellow Cab (866-950-8294) to get home safely.

"Developing and displaying these posters in local Huntington Beach businesses will serve as a reminder to event attendees to be cognizant of their consumption and to make responsible decisions," said Jim Ryan, EVP of Crown Imports. "We are partnering with our local distributor, Harbor Distributing, and retail accounts to promote responsible consumption which is a key priority for us and our partners."

"It's a tremendous day when you can spend a few hours on the beach watching world-class surfing and then follow that up with a tasty meal and a few Coronas at anyone of the great Huntington Beach bars. It only makes sense to prepare for such a day with a designated driver, yet sometimes great times can sneak-up on you, and for those times we aim to remind people to take a taxi home," said Tom Reyes, President Harbor Distributing.

###