

# NATIONWIDE WHOLESALER EFFORTS 2010

Every year, Anheuser-Busch wholesalers work with educators, parents, and law enforcement to implement alcohol responsibility initiatives in communities nationwide. In 2010, our wholesalers accomplished the following:

## UNDERAGE-DRINKING PREVENTION

- ✓ 62% of wholesalers promoted the Family Talk About Drinking program in their markets. Distributed 138,064 **Family Talk About Drinking** program materials -- to help parents prevent underage drinking. 5,659,366 **Family Talk** materials have been distributed since 1990.
- ✓ 88% of wholesalers promoted the Operation ID program in their market. Provided 6,209,000 **wristbands**, 20,900 **We I.D. Cards** and 154,547 **I.D. books** (with color photographs of driver's licenses from all 50 states and Canada) to help servers and sellers of alcohol beverages effectively identify those patrons of legal purchase age and stop sales to minors. 89,348,539 **wristbands**, 1,317,476 **We I.D. Cards** and 2,241,766 **I.D. books** have been distributed since 1990.
- ✓ 28% of wholesalers hosted 510 **in-school presentations** by speakers who educate and motivate young people to make smart choices and encourage respect for the law. In 2010, 219,464 **students** attended these presentations. Since 1998, wholesalers have hosted 11,009 in-school presentations with 3,556,420 students in attendance.
- ✓ 52% of wholesalers placed 15,002 **advertisements** in local newspapers, in-stadium signage, on billboards, Internet, radio and television to help prevent underage drinking.
- ✓ 302 wholesalers (57%) used the Prevent Don't Provide program in 2010.

## DRUNK-DRIVING PREVENTION

- ✓ 406 Anheuser-Busch wholesalers (76%) conducted **designated driver programs** in 2010.
- ✓ 338 wholesalers (63%) worked with 1,165 law enforcement agencies in 2010.
- ✓ 88% of wholesalers placed 44,944 **advertisements** that addressed drunk driving.
- ✓ Instructed, through **server training programs**, 22,592 bartenders, waiters, waitresses, convenience store clerks and home party hosts on responsible-serving techniques to help them prevent drunk driving and underage drinking.
- ✓ 48% of wholesalers conducted cab and safe-ride programs. Provided 254,844 **safe rides** home from bars and restaurants. 1,855,975 safe rides have been provided since 1989.

## RESPONSIBLE DRINKING

- ✓ 520 wholesalers worked with 115,386 local community groups to promote alcohol education programs.
- ✓ 13% of wholesalers (69) implemented season-long **Good Sport programs** with 92 professional sports league teams (including MLB, NBA, NFL, NHL and MLS) to promote positive behavior among attendees of sporting events.
- ✓ 6% of wholesalers implemented 511 **Sound Attitude programs** to promote positive behavior among 4,071,440 attendees of music concerts and festivals.

## COLLEGE PROGRAMS

- ✓ 41% of wholesalers (217) participated in alcohol education programs with 399 colleges and universities.
- ✓ 19 wholesalers participated in **National Collegiate Alcohol Awareness Week** programs on 35 campuses.
- ✓ 37% of wholesalers promoted the College Talk program in their markets. Distributed 143,950 **College Talk** program materials -- to help parents talk with their college-bound student about drinking. 936,623 College Talk materials have been distributed since 2002.
- ✓ 72 wholesalers implemented college and university **designated driver programs** on 125 campuses.
- ✓ 23% of wholesalers placed alcohol responsibility **advertisements** on 207 college and university campuses.