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Maine State Police and Maine Beer & Wine Distributors Association Announce PSA Campaign to Salute Designated Drivers

AUGUSTA, Maine - The Maine Beer and Wine Distributors Association (MBWDA) and the Maine State Police have launched a public service advertising (PSA) campaign to acknowledge the role of a designated driver. The campaign will debut this week on local radio stations throughout the state to coincide with the holiday season.

The PSA features the Chief of the Maine State Police, Colonel Patrick J. Fleming, delivering a message that salutes everyone who has ever been a designated driver. The message is designed to acknowledge the many individuals that have played a positive role in saving lives. In 2008, Maine's Department of Public Safety reported that arrests for driving under the influence of liquor decreased by 10 percent from 2007.

"This PSA campaign provides us with a great way to be proactive and address an issue that we feel strongly about. State troopers tend to encounter people after they have made a bad decision, but with this campaign we hope to encourage people to make good decisions and keep the roads safe this holiday season," said Colonel Fleming.

"We're pleased to partner with the Maine State Police on this important campaign to encourage Mainers to make the right decision and choose a designated driver," said MBWDA President Nick Alberding. "We're hopeful that by acknowledging the positive role the designated driver plays, we can encourage more people to act responsibly," said Alberding.

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The Maine Beer and Wine Distributors Association (MBWDA) is a group of Maine family-owned distributors. MBWDA is an important part of Maine's alcohol regulatory system, serving as the link between beer and wine producers and more than 4,500 Maine grocery stores, convenience stores, restaurants, bars and other retail locations licensed to sell alcohol to Maine consumers. This system provides consumers unparalleled access to a tremendous variety of styles and products.