



## Anheuser-Busch Companies, Inc.

### Alcohol Responsibility

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**Campaigns/Programs:** Global industry leader in promoting responsibility with efforts dating back to the early 1900s when Anheuser-Busch used the tagline “Budweiser Means Moderation” in its advertising.

- *Know When To Say When* campaign launched in 1982
- The first company in the industry to bring responsibility messages to network television in 1985
- Current campaign is *Responsibility Matters*
- Anheuser-Busch and its wholesalers support more than two dozen community-based programs to promote responsible drinking and help prevent underage drinking and drunk driving
- Since 1989, the company and its wholesalers, through various cab and shuttle programs, have provided more than 1 million safe rides home
- In 2008, for the fifth year in a row, Anheuser-Busch ranked first in the beverage industry for social responsibility in FORTUNE magazine’s “America’s Most Admired Companies” and “Global Most Admired Companies”

**Investment:** Since 1982, Anheuser-Busch and its network of wholesalers nationwide have invested more than \$675 million in these campaigns and programs.

**Underage-Drinking Prevention Progress:** Underage drinking is declining, with some measures at an all-time low, according to government-funded research.

The percentage of high-school seniors who reported having a drink in the last 30 days is at the lowest level since tracking began in 1975, down 36 percent since 1982.<sup>1</sup>

83 percent of adolescents (ages 12-17) do not drink.<sup>2</sup>

**Drunk-Driving Prevention Progress:** The number of fatalities in drunk-driving crashes nationwide among the general population has declined 36 percent since tracking began in 1982.<sup>3</sup>

The number of fatalities in teen drunk-driving crashes nationwide is down 63 percent since 1982.<sup>3</sup>

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<sup>1</sup> Source: University of Michigan “Monitoring the Future” Study, sponsored by the U.S. Department of Health & Human Services, 2007.

<sup>2</sup> Source: 2006 National Survey on Drug Use and Health, U.S. Department of Health & Human Services, released 2007.

<sup>3</sup> Source: National Highway Traffic Safety Administration, U.S. Department of Transportation, 2007.

This progress has come while the number of miles traveled and licensed drivers have increased dramatically.

**Further Information:**

[www.beeresponsible.com](http://www.beeresponsible.com); [www.alcoholstats.com](http://www.alcoholstats.com); or contact the Anheuser-Busch media hotline at: 314-577-7427

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