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**OLCC teams with ODOT and Oregon State Police to urge tailgate partiers to *Pass the Keys***

**Portland, OR (August 31, 2015)** —The Oregon Liquor Control Commission (OLCC) has joined forces with the Oregon Department of Transportation (ODOT) and the Oregon State Police (OSP) to develop a campaign to get the message to football fans that game days should include a plan to designate a driver and *Pass the Keys* at tailgating events and parties.

Nearly 10,000 people lose their lives each year in alcohol-related crashes. DUII arrests increase during football season, and sports fans should be aware that the OSP, local sheriffs and police departments plan to have extra traffic patrols on game days to keep the roads safe for fans.

"Many public safety personnel are focused on keeping our roads safe for all fans through an exciting season of football," says OLCC Executive Director Steve Marks. "But it is each football fan's job to make the game day experience safe for your family and friends, and the many fans that share congested roads. Let's have a record winning season on the road by designating a driver and passing the keys."

The OLCC advises sports fans to huddle up and decide on a strategy before attending tailgate parties and other alcohol-related events. Some ideas include:

- Choose an MVP – a sober, designated driver – before the party even begins.
- If you don't have a designated driver, get a sober friend to drive you home; call a cab or family member to come get you; or, if possible, stay where you are for the night.
- Avoid drinking too much alcohol too fast. Eat, take breaks, alternate with non-alcoholic drinks and pace yourself. Stay hydrated.
- Always buckle up – it's still your best defense against drunk drivers.

**If you're hosting a tailgate party:**

- Serve plenty of food and non-alcoholic beverages at the party. Always have soft drinks, juices and other non-alcoholic beverages available for those guests who are driving or choose not to drink. Remember that tailgating is an all-ages activity. Non-alcoholic options are especially important for football fans under 21.
- Host your party like they do at the stadium: Stop serving alcohol at the end of the third quarter. The fourth quarter is perfect for serving coffee and dessert.
- Plan ahead to get keys. Make sure to examine all of your guests before they leave. Keep in mind, you can be held legally responsible if someone you served ends up in a drunk-driving crash.
- A good party host is a sober host. Limiting your own alcohol intake will allow you to better determine if a guest is sober enough to drive at the end of the night. Or offer to drive guests home if they need it.
- Have the phone numbers of local cab companies on hand. Have a cab fare fund. Having available cash to pay cab fare for your guests if they need it reduces the stress on you. If you can't afford to pay for it yourself, ask your guests to pitch in a few bucks on your invitation. Print the name of a local cab company on your invitation and ask your guests to program it into their mobile phones.

You can also help local law enforcement by reporting impaired drivers to 9-1-1 or OSP at 1-800-24DRUNK (1-800-243-7865). OLCC, OSP, and ODOT encourage adults 21 and over to make our teams proud by celebrating responsibly.

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