
NATIONAL COALITION
TO PREVENT IMPAIRED DRIVING

NEWS RELEASE

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Per Soudby Trust.*

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NATIONAL COALITION
LAUNCHES SUMMER SAFE-DRIVING CAMPAIGN
AND
HONORS "ALCOHOL-FREE" PRO DRIVERS;
DEMANDS END TO BEER SPONSORSHIP OF MOTOR SPORTS

The National Coalition to Prevent Impaired Driving (NCPID) today announced its "symbolic sponsorship" of two professional motor sports drivers who refuse to accept promotional funding from alcoholic beverage companies.

NCPID took the action at a Washington, D.C. press conference to dramatize the need to disassociate driving and alcohol as part of its "Summer Safe Driving Campaign." The two drivers are Randi Lynn Hubbard, a "Monster Truck" competitor, and Michael Schriefer, a former motorcycle racing champion and current pro race car driver. They will also serve as honorary chairs of the campaign.

NCPID hopes that the summer campaign will encourage other professional and competitive drivers to shun sponsorship by alcoholic beverage producers.

"The Coalition is proud to sponsor professional drivers who refuse to promote the association of beer and fast cars," Alexander C. Wagenaar, NCPID chairman, told the drivers. "You help us send an important message -- that beer and driving do not mix. In combination, they too frequently kill and maim." Hubbard and Schriefer also were presented with "Drive Alcohol-Free" decals which their vehicles will sport in competition.

Nationwide, NCPID reported that from 1982 to 1988, some 166,000 persons lost their lives in alcohol-related crashes -- an average of one alcohol-related fatality every 22 minutes. Each year, alcohol-related traffic crashes injure some 500,000 Americans -- an average of one person every minute. Some 40,000 injuries are considered to be serious.

Traffic crashes are the greatest single cause of death for every age between the ages of 5 and 32. More than half of these fatalities are alcohol-related.

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an established driver, it's a scramble to find sponsors. Beer and tobacco dominate the sport through support of top teams and scores of events. If there were more support from others, many race drivers and teams could represent a healthier image for the sport. Some drivers don't feel entirely comfortable fronting anti-health messages," added Schriefer.

Dr. Edward T. Popper, a marketing professor and former Consumer Research Advisor at the Federal Trade Commission, added, "The people who are the prime fans of motor sports are not just customers for alcoholic beverages -- they buy almost everything. Plenty of companies know this and already sponsor motor sports events, drivers, teams and tracks. More companies want to -- but because beer and tobacco sponsors dominate 'gross impressions,' there are a limited number of effective sponsoring opportunities available. Without the image of booze, the excitement of motor sports can once again be used to help companies communicate the benefits of their products without having to support the irresponsible impression that drinking and driving are a social ideal."

The National Coalition to Prevent Impaired Driving, a broad union of diverse groups in the traffic safety, medical and public health fields, was formed in January 1990 in fulfillment of one of the recommendations of the 1988 Surgeon General's Workshop on Drunk Driving. Members of its Board of Directors include individuals associated with the following organizations: American Medical Association, American Public Health Association, Families in Action, National Governors' Highway Safety Representatives, Remove Intoxicated Drivers, and the National Black Alcoholism Council. The Coalition currently has 100 organizational and individual members.

The Coalition's principal purpose is to reduce the toll of impaired driving by promoting the "Ten Key Summary Recommendations" of the 1989 Surgeon General's Report on Drunk Driving; these recommendations incorporate restrictions on the advertising and marketing of alcoholic beverages, including sports promotion, the association of alcoholic beverages and risky activities, and the use of celebrities or athletes in promotions which appeal to young people.

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