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For Immediate Release

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## **Powers' TV Blitz Reminds Adults: Designate a Driver this Holiday Season**

*Local distributor's campaign encourages responsibility*

ORION TOWNSHIP – **Powers Distributing Co.** has launched a TV blitz to remind adults to be safe this holiday season and designate a driver at all times. Powers has produced three television commercials urging people to designate a driver when going out to holiday events, and is airing those commercials on cable as a public service announcement throughout the holiday season.

“These commercials are just a small way for us to remind folks that the simple act of designating a driver can help keep our roads a little safer for all motorists during the holiday,” **Powers** President **Rob Powers** said. “Since 1939, our family company has been dedicated to safety and responsibility. Through these ads, we hope we can raise public awareness about staying safe during the holidays. Designating a person as a driver for the evening is one critical step we should all take to avert tragedy and make sure everyone can enjoy the holidays safely.”

The three segments all feature a common theme: This holiday season, please designate a person who will refrain from drinking alcohol so he or she can bring people home safely. In one ad, brothers Rob and Jerry Powers stand in a room decorated for Christmas:

“There’s nothing like having friends and family over for the holidays – but you need to be a responsible host,” **Rob Powers** says in the ad.

“If you’re serving alcoholic beverages, remember to have a plan to get everyone home safely,” **Jerry Powers** says.

In another ad, Rob and Jerry Powers stand with dozens of their employees, telling viewers: “Don’t drink and drive!” In a third ad, a fictional character, John, gets praise for driving his friends home. The three ads were sponsored by Powers Distributing and Heineken and can be viewed at <http://www.powers-dist.com/> or on YouTube at [www.youtube.com](http://www.youtube.com).

Established in 1939, Powers Distributing was one of the first Miller Brewing products distributors in Michigan. Today, Powers delivers more than 100 quality Michigan and international beverage products to 2,600-plus retailers and customers in Oakland and Macomb counties. Powers also employs more than 210 people in a range of good-paying skilled jobs, with benefits, making it one of Oakland County’s leading job providers.

Powers spearheads many local programs geared toward fighting underage drinking and drunken driving, from sponsoring motivational speakers who address high school students, to launching multi-media campaigns and going into communities to promote responsible alcohol use.



Powers Distributing has been recognized as a national leader in sustainability and conservation. Earlier this year, Powers made history as the first national distributor to roll out an entire fleet of hybrid electric-biofuel delivery trucks and tractors, which will slash Powers' diesel use. For its efforts, Powers won the 2009 Michigan Clean Transportation award for its investments in biofuel-hybrids trucks and tractors, as part of its commitment to reducing the nation's dependence on imported oil, supporting homegrown renewable fuels and creating U.S. jobs.

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