

NC BEER & WINE DISTRIBUTORS URGE DESIGNATED DRIVING DURING MARCH MADNESS

Distributors launch Designated Driver program during NCAA tourney

Raleigh, NC (March 12, 2007) – North Carolina Beer & Wine Distributors are calling on fans to keep the “madness” on the court and out of the car this NCAA tournament season.

Harris Wholesale of Raleigh, a local beer distributor, is supporting the “Your Designated Drivers” program that promotes drinking responsibly. The program offers a unique service for fans worried they might have had a bit too much to drink while watching the game.

With one phone call, you and your car will be driven home at the end of the night. **For more information on how to get a ride from “Your Designated Drivers,” call (919) 422-1194.** There is a nominal fee of \$25 for the service and it will help protect you and other drivers on the road throughout the NCAA tournament.

“When you and your friends pull for your team this weekend, we want to make sure that you can get home safely,” said Worth Harris of Harris Wholesale. “We are a locally owned and operated business. We live in this community and that is why we want to keep our roads safe.”

According to Mothers Against Drunk Driving (MADD), 36 percent of North Carolina traffic deaths in 2005 were alcohol-related.

“North Carolina Beer & Wine Distributors support local efforts to promote responsibility,” said Dean Plunkett, Executive Director of the NC Beer and Wine Wholesalers Association. “And as your neighbors we are committed to safety across the board.”

About the North Carolina Beer and Wine Wholesalers Association:

The North Carolina Beer and Wine Wholesalers Association is a non-profit organization whose main purpose is to protect and uphold the rights of the beer and wine industry in North Carolina. North Carolina Beer and Wine Wholesalers are locally owned and operated businesses that promote responsibility, ensure quality and offer you variety. The NCBWWA works with local and federal officials to develop policies that ensure equity and fairness for its member organizations. Through hard work and dedication, North Carolina Beer and Wine Wholesalers Association continues to strive for excellence in serving the members and the industry. For more information, visit www.ncbeerwine.org

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