



**Missouri Insurance
Information Service**

**220 Madison St. - 3rd Floor
Jefferson City, MO 65101
Phone: 573/893-4241
FAX: 573/893-4996
E-mail: moins@computerland.net**

A public information organization of insurance companies

****NEWS RELEASE****

FOR RELEASE: AT WILL

**CONTACT: Brent Butler
573-893-4241**

DESIGNATED DRIVER PROGRAM ENCOURAGED

Missourians who will be partying during the holiday season are being encouraged to use the Designated Driver Program to help reduce DWI - related traffic accidents, an insurance industry spokesman said today.

"The Designated Driver Program is a campaign to encourage party hosts, or groups celebrating with alcoholic beverages, to appoint a person to remain alcohol-free and provide transportation for those who drink," according to Calvin Call, Executive Director of the Missouri Insurance Information Service.

"In an effort to promote the program, we will be providing free lapel stickers which state "I'M A DESIGNATED DRIVER", Call continued. "The sticker will make designated drivers recognizable in drinking establishments and, hopefully, will entitle them to complimentary nonalcoholic drinks."

The "I'M A DESIGNATED DRIVER" sticker may be obtained while supplies last by writing or calling: Missouri Insurance Information Service, 220 Madison St., 3rd Floor, Jefferson City, Missouri 65101 or phone 573-893-4241.

--MORE--

In addition to the Designated Driver Program, Call suggests that anyone who will be celebrating the holiday season with alcoholic beverages should consider the following:

- If you are going to a party with your spouse or a friend, one person should not drink.
- Don't drink on an empty stomach.
- If you are hosting a party, provide a non-alcoholic punch or eggnog for those who either don't drink at all or are choosing not to drink because they will be driving.
- Provide snacks or hors d'oeuvres to ensure your guests will have something available to eat while drinking.
- Close the bar down an hour before the party is to end.
- Be prepared to either put up guests for the night or provide safe transportation for those who shouldn't drive.

December 5, 2011