



June 11, 2008

ALCOOL NB LIQUOR DRIVES ANTI-DRINKING AND DRIVING STORY TO THE NET

'Paul's Story' endorsed by Mothers Against Drunk Driving (MADD) Canada, Teens Against Drinking and Driving (TADD) New Brunswick, New Brunswick Advisory Council on Youth, New Brunswick Police Association and the New Brunswick Association of Chiefs of Police – Traffic Sub Committee

FREDERICTON (ANBL) – In an effort to raise awareness of the serious issue of drinking and driving in New Brunswick, Alcool NB Liquor has launched a major social marketing campaign targeting youth, aged 16-19.

“Every year, lives are senselessly lost by vehicle crashes resulting from drinking and driving, driving while impaired, allowing friends and family to drink and drive or getting into a car with an impaired driver,” said Dana Clendenning, President and CEO, ANBL. “As part of our social responsibility mandate, we are taking action to help reduce the number of fatalities associated with youth drinking and driving.”

ANBL launched a series of 10 “webisodes” collectively known as *Paul's Story*, on YouTube® and Facebook® in April 2008. The ten videos feature bilingual actors illustrating the story of a fictitious New Brunswick teenager, Paul, coping with the after effects of killing and injuring his friends, after deciding to drink and drive. The story was enhanced and extended by comments posted to the videos, photos posted to Flickr.com® and through discussions which took place on New Brunswick Facebook® pages and blogs.

As of June 11th, the videos have registered a total of 13,000 views on YouTube® and 2,000,000 total impressions on Facebook®.

“The goal was to create an innovative campaign that would resonate with the target audience in the one medium that has the most impact on them, the Internet,” said Clendenning. “We wanted to engage them and make them fully aware of the terrible consequences that can result from drinking and driving. This is not a new message but it is one that is vitally important to ending the heartbreak and tragedy we see all too often on New Brunswick roads.”

In 2007, RCMP “J” Division reported 18 youth deaths resulting from aggressive driving, lack of seat belts and alcohol.

Prior to launching *Paul's Story*, ANBL received written endorsement from the following organizations: by Mothers Against Drunk Driving (MADD) Canada, Teens Against Drinking and Driving (TADD) New Brunswick, New Brunswick Advisory Council on Youth, New Brunswick Police Association and the New Brunswick Association of Chiefs of Police – Traffic Sub-committee.

“The creativity of the campaign will resonate with young people. Any campaign that makes young people think about their own alcohol consumption and risky activities is worthy of support.” Andy Murie, CEO, MADD Canada

“*Paul's Story* will help generate awareness of what can actually happen when people make the poor and deadly choice of driving after they have been drinking. The campaign targets youth who are very vulnerable and have an increased risk of being involved in a fatal collision after they have been drinking.” Tammy Ward (Corporal), Provincial TADD Coordinator



“DUI is the leading Criminal Cause of Deaths in Canada and accounts for nearly 30 percent of all fatally injured victims in car crashes. Youth have been over represented in MV (motor vehicle) crashes. In 2007, nearly 24 per cent of all traffic deaths in New Brunswick were youth and alcohol was a contributing factor. ANBL is showing the way by partnering with concerned organizations and taking a lead role in many ways.” Bob Theriault (Staff Sgt), Traffic Services, RCMP “J” Division

“We support any campaign or publicity that sensitizes all New Brunswickers to the dangers of drinking and driving. The New Brunswick Traffic Sub-committee on behalf of the New Brunswick Association of Chiefs of Police endorses your initiative.” New Brunswick Association of Chiefs of Police – Traffic Sub-committee

“The New Brunswick Advisory Council on Youth supports ANBL's *Paul's Story* social responsibility campaign. It sends the message that drinking and driving can have serious and life altering consequences for everyone. The awareness raised in this innovative campaign will hopefully reduce motor vehicle crashes and deaths due to impairment on New Brunswick highways.” Ivan Corbett, Director, New Brunswick Advisory Council on Youth

The next phase of the campaign will use other social marketing tools, such as posters, print advertising and point-of-purchase communications, to promote the website – www.hekilledmyfriends.com – where the full video series as well as important information about the consequences of drinking and driving can be viewed.

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