

A black and white photograph showing a hand holding a key by its ring, positioned above an open, empty hand. The key is a standard metal key with a notched head. The background is a dark, solid color.

# Working Together We're Saving Lives

There were 9,400 fewer drunk-driving fatalities in 2004 than in 1982. This didn't happen by accident.

Efforts in the past two decades by law enforcement, the beer industry, community leaders and citizens are making our roads safer.

Ninety-four percent of Americans are familiar with the role of a designated driver, and 62 percent have either been a designated driver or utilized one.

## Let's keep working together to save lives.

Remember, if you choose to drink, please do so responsibly, and never drive drunk. Designate a driver, call a friend or call a cab, but don't risk your life and the lives of others by acting irresponsibly.



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