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NEWS ALERT

Date: December 20, 2005
Contact: Cathie Abookire (215) 686-8711
Director of Communications

District Attorney Lynne Abraham, The Caron Foundation, Origlio Distributors and Coors, Inc. Urge Everyone to Drink Responsibly During the Holiday Season

Origlio Distributors Unveil Sign to be Displayed on 22 Trucks Urging Responsible Celebrating During the Holidays

WHAT: NEWS CONFERENCE

WHEN TUESDAY DECEMBER 20, 2005
11 AM

WHERE: DISTRICT ATTORNEY'S OFFICE
1421 Arch St.
First Floor Press Room

Participants:

District Attorney Lynne Abraham
Jim McManus – Regional Vice-President of The Caron Foundation
Missy Orlando, Executive Vice President of Marketing, The Caron Foundation
Esther Kaplin – Outreach Service Representative, The Caron Foundation
Joe Lauginiger – Chief Development Officer, The Caron Foundation

Mary Anne Origlio – Origlio Distributors
David Szydlik, Representative from Coors, Inc (Pronounced – SID-lik)

December 20, 2005----District Attorney Lynne Abraham, The Caron Foundation, Origlio Distributors and Coors, Inc. are partnering to encourage responsible celebrating over the

holidays. Origlio, a local company that distributes Coors in the Philadelphia five-county area, will today unveil the 43” x 79” sign to encourage responsible celebrating. The signs will be displayed on 22 Origlio trucks that distribute in the Philadelphia region, and the signs will remain on the trucks through New Year’s Day.

- According to MADD, in the year 2004, there were 1,490 traffic deaths in Pennsylvania. Six hundred fourteen (41%) were alcohol related. Five hundred twelve fatalities (34%) involved a driver with a .08+ blood alcohol level.
- According to the National Highway Traffic and Safety Administration, in 2003, 1,579 people were killed in alcohol-related traffic accidents between Thanksgiving and New Year's Eve.
- Overall, 49% of traffic deaths during the holiday period involve drunken driving, compared to 38% during non-holiday periods. (NHTSA)
- Throughout the whole year, 17,000 people are killed by drunk or impaired drivers, an average of 1 every 30 minutes. (NHTSA)

Today’s partnership/idea was generated by Origlio’s Customer Service Team. The team wanted to figure out how they could give back to the greater Philadelphia community during the holidays, and that’s when the idea was spawned to partner with Caron to present the message to ‘Drink Responsibly.’

The idea is to keep the public aware of the fact that responsible drinking is always important, but during the holiday season, takes on a much more of a critical role.

Origlio Beverage serves the five-county Philadelphia area. Origlio is a family business founded in 1933 by Antonio Origlio at the end of prohibition.

Caron is the leading alcohol and drug treatment center in southeastern Pennsylvania, and nationally is one of the top two in the United States. Located about 50 miles outside of Philadelphia in the town of Wernersville, Caron offers cutting edge residential treatment for both patients and their families – Treatment for adolescents and adults, as well as extended care longer term treatment, and a 5 ½ day codependency workshop. In 2004, Caron honored Philadelphia District Attorney Lynne Abraham with its prestigious Richard J. Caron Award of Excellence for her tireless commitment in helping those individuals and families who struggle with addiction to alcohol and drugs.