



Związek Pracodawców Przemysłu Piwowarskiego w Polsce

PRESS RELEASE

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Driving - not drinking in Sopot

Paweł Adamowicz, the mayor of Gdańsk and Wojciech Fułek, the deputy mayor of Sopot gave their support and became patrons of the campaign. The program was additionally supported by the Regional Police Station in Gdańsk. Over the entire period of the campaign the Pomeranian police was conducting strengthened controls of drivers' sobriety. Out of 1800 controlled drivers, policemen detained 18 drunk ones.

From the 8th to the 31st of August 2008 there was the so-called Safe Party Traffic in selected bars, pubs, on crossings for pedestrians and at indicated intersections of Gdańsk and Sopot. The main roads of the two cities were full of car transporters with car wrecks, and the crossings for pedestrians were overtaken by "mini demonstrations" – all activities were warning against driving after having drunk alcohol. However the main activities were conducted where the problems is actually born, namely in bars. Moderators were visiting Pomeranian pubs where with some simple games and interactive tools they were drawing the attention of young people to the problem of drunk drivers.

Some interactive accessories used by moderators became very popular among partying people. Alco-goggles imitating the way people see after having drunk persuaded those who still had some doubts. Moderators looked for drivers who in the given evening agreed not to drink and safely give a lift home to their friends. Some selected drivers received a symbolic distinction from the campaign organizers.

Among about 7700 people who visited the bars of Gdańsk and Sopot during the campaign, 5500 agreed to participate in the games. 600 of them deserved to be called DRlvers – Officers on Duty of Party Traffic and were awarded a pendant.

During the night games cards inviting to the Internet DRlver Club were distributed. People who correctly filled in the contest coupon or registered on the web page klubdrivera.pl will be given the contest question in forthcoming days. Members who will prove to know the Highway Code and to have a reflex will be given attractive prizes,



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among others courses perfecting their driving skills or a GPS car navigation. So far the campaign "Driving - not drinking" has been conducted in Łódź, Poznań, Cracow, Warsaw, Lublin, Gdańsk and Sopot. Over 75000 people participated in the program already. The TNS OBOP survey, which was conducted after the campaign in Łódź, showed that according to 59% of the respondents, the campaign in bars was effective in its role to make the alcohol drinking persons realize that they should not drive after having consumed it. Organizers are planning to continue the campaign in other cities of Poland.

On the 1st of April of 2008 the brewing sector introduced a marking of beer packaging with the symbol „I never drive after drinking”. The project is an integral part of a long-lasting educational program conducted by the sector. The symbol “I never drive after drinking” appeared on bottles and cans of beer produced in Poland by the breweries – signatories of the “Agreement”.

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