

Federal Trade Commission

Protecting America's

Consumers

While precise figures are not available, it appears that on average the beverage alcohol industry spends more than \$40 million annually to sponsor valuable and often innovative public service activities to combat alcohol abuse.⁽¹⁾

Safe ride home programs including *Last Call* and *Alert Cab*, which offer free or reduced fare cab rides home.

Designated driver and designated skipper (safe boating) programs such as *Take The Lead - Become a Designated Driver*, *Key to Life*, and *Setting Sail: The Safe Course*. Designated driver programs are often promoted as part of special holiday awareness campaigns or school initiatives tied to prom and graduation season. Industry has also supported *National Drunk and Drugged Driving Awareness Week* as well as *ADDY*