



A Safe and Sober Coalition

FOR IMMEDIATE RELEASE

April 5, 2011

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TEAM GEORGIA LAUNCHES THE 2011 SAFE PROM CAMPAIGN

April 5, 2011 – (Atlanta, GA) - TEAM Georgia, a safe and sober driving coalition comprised of Atlanta sports teams, public safety officials, major corporations and hundreds of area volunteers, is partnering with QuikTrip convenience stores and the Governor’s Office of Highway Safety (GOHS) to launch the 2011 Safe Prom Campaign.

“The message to teens is, quite literally, to steer clear of alcohol,” said Ron Fennel, chairman of TEAM Georgia, the only one of several TEAM coalitions throughout the country that is completely self-funded. “Through our Safe Prom Campaign, TEAM Georgia educates teens about the consequences of driving under the influence and offers them a safe ride home – in short, saving lives.”

With the support of GOHS, TEAM Georgia is distributing over 12,000 wallet-sized tip sheets to young drivers, informing them of Georgia DUI laws, urging them to stay safe and sober on the road by buckling up and reminding them that one must be 21 years old to drink. Distributed to schools across Georgia, the cards are printed in both English and Spanish.

For more than 20 years, TEAM Georgia has raised awareness of the dangers of impaired driving, focusing on those occasions when the risk is heightened. During prom season, TEAM Georgia recognizes that over half of fatalities from car accidents are alcohol induced.

As April marks National Distracted Driving Awareness Month, a program of the National Safety Council and FocusDriven, TEAM Georgia reminds drivers of the perils of cell phone use and other distractions.

TEAM Georgia’s additional programs include: the wintertime Safe Holiday campaign, which draws on the support of Atlanta restaurants and taxi and tow services to care for intoxicated partygoers; the Safe Boating Program; and the Designated Driver Booth Program at area sporting and cultural venues.

For more information about TEAM Georgia’s life-saving work and the efforts of the Safe Prom Campaign, contact TEAM Georgia at 404-261-6053 or visit www.teamgeorgia.net.

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