

TEAM DUI

PENNSYLVANIA DUI ASSOCIATION

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MEDIA CONTACT: Kevin Quartz
717-413-7901

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STATEWIDE CAMPAIGN LAUNCHED TO REDUCE UNDERAGE DRINKING AND DRIVING

Pennsylvania Driving Under the Influence (DUI) Association uses webcast to reach thousands of students, teachers and law enforcement officials across the state

HARRISBURG, Pa. (May 4, 2009) – The Pennsylvania DUI Association announced today that it has officially launched phase one of a statewide public service campaign aimed at reducing underage drinking and driving across the commonwealth. Underage drinking and driving resulted in twenty-one percent (21%) of driver deaths in the 16 to 20 age group in 2007. The “U-Turn” campaign and its accompanying Web site, www.pullayouee.com, aim to leverage real statistics to shatter the myths surrounding common behavior in 16 to 20 year-olds (part of the Millennial generation) and challenge them to “think again” and make a 180-degree shift from what they believe to be true.



“U-Turn is not about preaching what is right and what is wrong. It’s about providing the real statistics to replace false perceptions and empowering the audience to take action,” says Felicity DeBacco-Erni, director of Pennsylvania Against Underage Drinking (PAUD) and Students Against Destructive Decisions (SADD) for the Pennsylvania DUI Association. “The goal is to initiate a dialogue with our target audience that will make them think again about decisions they are making based on false perceptions.”

The campaign was unveiled via a statewide webcast that was viewed by students, teachers, law enforcement and state agency officials. The goal of the webcast was to garner feedback from the students and support from teachers and local law enforcement officials.

U-Turn will cross-market to high school and college students through events, online interaction, music, fashion and videos. Using non-traditional media and methods, U-Turn will translate well to its target (16-20 year olds) which has a wide variety of tastes, a short attention span and a keen sense of manufactured messages and posers. The campaign is scheduled to kick off phase two this August in select high schools, colleges and universities across the state and run through the

spring of 2010. Phase two will involve events and other interactive additions to www.pullayouee.com.

The Pennsylvania DUI Association has partnered with Lancaster-based Cimbrian, a marketing and technology agency to help them reach their target audience.

“Because of the technology-savvy nature of our target audience and the unique perspective that they have on the world, U-Turn will live primarily on the Web and our message will be spread virally and non-traditionally through the use of traditional vehicles,” said Kirk Barrett, CEO of Cimbrian. “Our campaign will live and breathe within the world of Millennials.”

The campaign is part of a grant awarded to the Pennsylvania DUI Association from the Pennsylvania Commission on Crime and Delinquency. This grant is funded through Substance Abuse Education and Demand Reduction Funds (SAEDRF).

The Pennsylvania Driving Under the Influence Association is a professional non-profit organization which is working to address the DUI problem in all of its many stages -- from prevention to enforcement up to, and including, adjudication and rehabilitation. Its mission is to provide information, direction, training and support with the purpose of working toward the elimination of impaired drivers and the harm that they can cause.

All Pennsylvanians are reminded they can stop underage drinking parties planned, in progress or nuisance establishments by calling 1888-UNDER-21.