



## **ANHEUSER-BUSCH**

April 26, 2021

The Honorable Ben Ray Luján  
498 Russell Senate Office Building  
Washington, DC 20510

Dear Senator Luján,

On behalf of Anheuser-Busch and our more than 19,000 employees across the country, I write to express our support for H.R. 2138, the HALT Drunk Driving Act and S. 1331, the Reduce Impaired Driving for Everyone (RIDE) Act. We believe this legislation is consistent with our longstanding commitment to encourage responsible consumption, keep impaired drivers off the road, and ultimately save lives. The enactment of this legislation would be a strong step in the right direction and complement the various other measures we support to help prevent alcohol-impaired driving fatalities.

At Anheuser-Busch, we are proud of our many efforts over decades of work in this area. Together with our partners in the beer supply chain, we have invested more than \$1 billion in responsible drinking initiatives and community-based programs to prevent underage drinking and impaired driving. Our first major responsible drinking campaign, "Know When To Say When," launched more than 35 years ago, and since 1989, we've provided more than 3.8 million safe rides from bars and restaurants. According to 2019 data from the U.S. Department of Transportation, the number of total alcohol-impaired fatalities has declined by 52% since 1982 despite significant increases in vehicle miles traveled. While we are proud of this progress, we know more can be done.

For more than 30 years, Anheuser-Busch has funded research conducted by the Traffic Injury Research Foundation designed to identify and target ways to reduce drunk driving and to keep persistent drunk drivers off the road. This work has been recognized for helping focus the attention of government, non-profit, traffic safety and criminal justice organizations on persistent offenders who are responsible for the majority of drunk-driving fatalities.

In addition, the Anheuser-Busch Foundation has supported the National Social Norm Center at Michigan State University with more than \$13 million invested in social norms grants since 1999. The Center is the leader in researching and helping campuses nationwide use the Social Norms Approach to help reduce alcohol harm. We are proud of our industry leadership in promoting responsible drinking and are always investing in new ways to drive awareness around these critical issues.

We are pleased to offer our support for the HALT Drunk Driving Act and the RIDE Act. If you have any questions about our responsible consumption programs, please contact Dan Keniry, Vice President, Federal Government Affairs at [Daniel.Keniry@anheuser-busch.com](mailto:Daniel.Keniry@anheuser-busch.com).

Sincerely,

Cesar Vargas  
Chief External Affairs Officer  
Anheuser-Busch