



FOR IMMEDIATE RELEASE:
January 16, 2014

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California Office of Traffic Safety Introduces New DDrinks for 2014

SACRAMENTO— The California Office of Traffic Safety (OTS) is announcing 12 new DDrinks (Designated Driver Drinks) for 2014. First introduced in 2012, the DDrink program supports OTS' ongoing anti-drunk driving public awareness efforts by targeting designated sober drivers and featuring monthly non-alcoholic DDrink beverages submitted by official DDVIP (Designated Driver VIP) partnering bars or restaurants from throughout the state. The new DDrinks aim to provide designated sober drivers with a tastier, more interesting alternative to regular soft drinks or water and feature a wide variety of traditional and non-traditional ingredients, like fruits, basil, whipped cream and ginger beer syrup.

The 12 DDrinks are just a small portion of those that are currently featured on a free, mobile DDVIP Bar-Finder smartphone WAPP that gives customers access to an expansive network of geographically targeted DDVIP-recognized bars and restaurants across the state. By visiting www.ddvipca.com, customers are able to enter their city or zip code and get immediate access to a list of nearby DDVIP establishments that offer free DDrinks and other special offers to designated sober drivers. Recipes for all the current and past DDrinks can also be found on the OTS Facebook site at www.facebook.com/CaliforniaOTS.

"We are grateful to all of the bars and restaurants that have committed to becoming DDVIP partners and offer DDrinks and special incentives to designated sober drivers," said OTS Acting Director Russia Chavis. "Designated sober drivers are often the unsung heroes in our communities and our DDrink program is our way of thanking them for saving lives and helping to keep our roadways safe."

Each month, OTS will highlight the DDrink of the month and the participating bar or restaurant on its Facebook and Twitter pages. The featured DDrink for January is Metta World Peace, courtesy of Cha Cha Lounge in Los Angeles, a bubbly concoction of club soda, orange juice, cranberry juice, and a cherry. In addition to an enhanced social media presence, the campaign will be strongly supported by the various bars and restaurants with table tent cards, and window and mirror signs recognizing the establishments as official DDVIP partners.

The DDVIP establishments chosen for the 12 featured DDrinks of 2014 include: Cha Cha Lounge and Bigfoot West in Los Angeles; Butter and Otis Lounge in San Francisco; The Beta Lounge in Berkeley; Seven's Bar and Grill in Milpitas; LowBrau in Sacramento; Effin's Pub, Typhoon Saloon, Quality Social, and Air Conditioned Lounge in San Diego; and The Union in Roseville.

The California Office of Traffic Safety reminds you to drive safely and designated a sober driver. To find the DDrinks nearest you, visit www.ddvipca.com. For a list of participating bars and restaurants, please visit the OTS Facebook at www.facebook.com/CaliforniaOTS or follow the DDVIP and DDrink programs on Twitter [@DDvipCA](https://twitter.com/DDvipCA). For more information on all OTS efforts, visit www.OTS.ca.gov.

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