

Social Responsibility

McKenzie Ring was the speaker at the Treynor Optimist Club on 10 January. She is the Social Responsibility Coordinator for Doll Distributing, which distributes Anheuser-Busch beers, Corona, Samuel Adams, and 180 Energy Drink (a brand of energy drink made by Anheuser Busch). Mrs. Ring is from Underwood. She volunteered to provide free bags to the Optimist Club for can and bottle redemption.

Since 1982, Anheuser Busch has spent \$750M on responsible drinking. Doll Distributing spent over \$14,000 in 2008 on responsible drinking. Much of that funding goes toward education. Education starts in the home. The emphasis is on personal accountability for actions.

Doll Distributing has provided 200 identification books to bartenders in 2008. The books have examples of all state IDs and information about how to recognize and what to do with fake IDs.

In surveys of 13-17 year olds, 71% of them say their parents have influenced them about drinking. 6.9 million "Family Talk" books about how to talk to children about drinking have been distributed in the US since 1990. Anheuser Busch also has a speaker's bureau that includes eight different speakers who have talked to 2.9 million youth in the US.

Anheuser Busch also produces "College Talk", a book about drinking in college that is distributed through local wholesalers to parents and/or schools that request them. Anheuser Busch and its team of 600 wholesalers worked with 103 organizations on preventing drinking in 2007. Consumer Awareness and Responsibility Programs began in 1989.