

REMARKS FOR SUSAN M. MOLINARI CHAIRMAN, THE CENTURY COUNCIL

NOVEMBER 20, 2006

I am pleased and honored to represent The Century Council, and the distilled spirits companies that fund us, at the launch of *The Campaign to Eliminate Drunk Driving*. Our funding companies are:

- Bacardi U.S.A., Inc.
- Brown-Forman
- Constellation Brands, Inc.
- DIAGEO
- Future Brands LLC
- Hood River Distillers, Inc.
- Sidney Frank Importing Co. Inc.

Since its formation over fifteen years ago, The Century Council has worked tirelessly in communities across the country developing programs, strategies and tactics in the fight against drunk driving and underage drinking.

We have always believed in the power of collaboration and have seen the long-term positive impact that can result from such strategic relationships.

We believe – that power of collaboration is the foundation of today’s exciting announcement. The combined expertise and outreach potential of the organizations represented here today, and others who will join this effort in the future, have great potential to accomplish this life-saving goal.

I am so pleased that Secretary of Transportation Mary Peters was able to join us today. Her presence is a good indication of the strength of this collaboration. Madam Secretary – thank you for your leadership in this important endeavor.

I also want to acknowledge and pay tribute to the long-standing efforts of Mothers Against Drunk Driving in this important fight. MADD has always been a leader in efforts to rid our highways of drunk driving and the senseless tragedies that occur as a result. Our roads are safer today because of their excellent work. Thank you for all you do.

But today I also thank MADD for having the vision that eliminating drunk driving is possible and that to do it, it requires many different stakeholders at the table. The diversity of the organizations represented here, at times, will pursue our common goals in different ways. However, we agree that differences

are not reasons to abandon this effort but opportunities to look at the issues from all sides.

For instance, we believe that judges are a critical component in eliminating drunk driving. In that regard, we are working with The National Association of State Judicial Educators and the National Judicial College, on effectively adjudicating hardcore drunk driving cases. We believe that our efforts in this important area will work in concert with the Campaign.

So, today, we stand together not only with MADD but with the United States Department of Transportation and NHTSA, the International Association of Chiefs of Police, the Governors Highway Safety Association, the Alliance of Automobile Manufacturers and the Insurance Institute for Highway Safety.

Working together, we can eliminate drunk driving.