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**I-95 Corridor Coalition, Virginia's Highway Safety Challenge, Anheuser-Busch  
Collaborate to Present Life-Saving "Street Smart" Message**

**RICHMOND, Va. (March 4, 2009)** — Life on the streets takes on a whole new meaning when you are a firefighter/paramedic. The streets are where the crashes occur, poor choices have played out, teamwork is a must and split seconds can save lives.

It is these kinds of life-changing experiences that create the backdrop for a dramatic, gripping program called *Street Smart* that will be presented at several high schools in Fairfax and Prince William Counties in Virginia. Presented in collaboration with the I-95 Corridor Coalition, an alliance of transportation agencies from Maine to Florida, and Virginia's Highway Safety Challenge, *Street Smart* is sponsored by Anheuser-Busch and its local wholesalers, Guiffre Distributing and J.F. Fick, as part of the company's commitment to fighting underage drinking and drunk driving. The *Street Smart* program is being presented to high schools in the 16 states along Interstate 95 during the 2008-2009 school year.

"As an I-95 Corridor Coalition member, we are pleased to partner with Anheuser-Busch to bring this powerful program that encourages students to be responsible about the choices they make to our local communities," stated Virginia Department of Transportation Assistant Division Administrator of Highway Safety Michael B. Sawyer, P.E. "*Street Smart* takes audiences into the real-life drama experienced by firefighter/paramedics as they work to save the lives of those who have made poor choices when it comes to underage drinking, drunk driving, using illegal drugs and not wearing seat belts."

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During the presentation, a team of two certified paramedics walks students through what happens at a trauma scene using the medical equipment they employ daily in their jobs. From taking a pulse, to loading the victim onto a backboard, to simulating an intravenous line being inserted, the audience can see and feel what it is like to try to save a life.

“We are proud to make this valuable program that promotes safe-driving habits available to students in our community,” said Norah Pence corporate social responsibility & incentive coordinator for J.F. Fick, Inc.

Students also learn what it is like to be the victim. They learn the stories behind the crashes, they hear the choices that individuals were given and they see irresponsible actions played out.

*Street Smart* audience members come to know the power of making the right choices, from choosing not to engage in underage drinking or use illegal drugs, to choosing to wear a seat belt. They also learn the consequences associated with their actions and the importance and value of their own lives.

“Many of our employees are parents, and we are committed to helping our young people stay safe,” said Mike Guiffre, principal of Guiffre Distributing Company.

*Street Smart* engages audiences rather than lecturing or preaching to them. Using factual information, actual medical equipment and demonstrations involving audience members, the paramedics provide a real-life look at the consequences of irresponsible actions. In addition, audience members learn to recognize emergency procedures, which may reduce anxiety if they are ever involved in a trauma experience. This is beneficial not only to the patient, but to first responders, rescue and emergency room personnel.

*Street Smart* is presented by members of Stay Alive From Education (S.A.F.E.), a non-profit organization created by firefighter/paramedics dedicated to reducing injuries and fatalities.

“*Street Smart* is a no-holds-barred presentation that gets students involved,” explained Vincent Easevoli, *Street Smart* founder and executive director of S.A.F.E. “We give students a real-life look at the consequences of poor choices and encourage them to make responsible decisions every time they get behind the wheel. Students appreciate our candor and matter-of-fact approach.”

S.A.F.E. has been reaching high-school and college students, as well as military personnel around the world, with its powerful message since 1988.

Highway safety is a personal and shared responsibility. Virginia's Highway Safety Challenges reminds motorists to buckle up, avoid distractions, share the road, drive drug- and alcohol- free, avoid distractions and obey speed limits. For more information, visit [www.safeVAhighways.org](http://www.safeVAhighways.org).

The I-95 Corridor Coalition is a partnership of state departments of transportation, regional agencies, public safety and related organizations, working together on issues of common interest. Coalition members work together to increase safety and security, reduce congestion and assure that the entire 16 state transportation network supports economic vitality throughout the region.

*Street Smart* is one of more than two dozen community-based alcohol awareness and education programs sponsored by Anheuser-Busch. Since 1982, the company and its network of more than 600 wholesalers, including the 16 in Virginia, have invested more than \$750 million in alcohol awareness and education programs and partnerships. To learn more, visit [www.beeresponsible.com](http://www.beeresponsible.com).

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**Editor's Note:** The firefighter/paramedics will be available for interviews before and after the *Street Smart* presentations. For more information, or to schedule an interview, please call **Carol Huebner at 703-893-7191**.