

## **Attorney General Rob McKenna (R-WA) Honored**

### **Local News**

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Posted on : October 8, 2009 at 6:29 am

Washington, DC - Washington Attorney General Rob McKenna has been recognized by The Century Council, a national not-for-profit organization funded by distillers, for his outstanding commitment to fighting drunk driving and underage drinking. Attorney General McKenna was one of only six Attorneys General to be honored for his ongoing dedication.

According to the National Highway Traffic Safety Association, there were 11,773 alcohol-impaired traffic fatalities in 2008, with 5,174 of them being persons between the ages of 12 and 20. Understanding the scope of this national epidemic, this year's award recipients joined The Century Council to help educate youth and their parents from middle school through college-aged students about responsible decision-making concerning beverage alcohol.

Attorney General McKenna is a longtime leader in the fight against drunk driving and underage drinking and frequent partner of The Century Council's. In April of 2009, he hosted The Century Council's *Brandon Tells His Story* initiative at four high schools in the Spokane Unified School District. The *Brandon Tells His Story* program features Brandon Silveria, a young man who was involved in an alcohol-related crash at age 17 just before his high school prom. Brandon and his father Tony spoke to students about the importance of "making the right choice" about alcohol, and that if students are under the age of 21, the only responsible decision is not to drink. Attorney General McKenna also filmed a public service announcement in March of 2009 with Olympic Gold Medalist Misty May-Treanor to encourage youth to live a healthy and active lifestyle and remain alcohol-free.

The Century Council is a not-for-profit organization funded by distillers including Bacardi U.S.A., Inc.; Beam Global Spirits & Wines, Inc.; Brown-Forman; Constellation Brands, Inc.; DIAGEO; Hood River Distillers, Inc.; and Sidney Frank Importing Co., Inc. Through legislation, education, and public awareness campaigns, The Century Council promotes responsible decision-making regarding beverage alcohol, focusing on drunk driving and underage drinking. Since 1991, the companies that fund The Century Council have invested more than \$175 million in its programs.