



**FOR IMMEDIATE RELEASE**



**MILLERCOORS AND THE NATIONAL SAFE BOATING COUNCIL REMIND BOATERS THAT RESPONSIBILITY ON THE WATER CAN SAVE LIVES**

*Alcohol misuse is involved in about one third of all recreational boating fatalities*

**CHICAGO (July 15, 2009)** – As summer season is peaking and more and more boaters will be out on lakes and waterways, MillerCoors, as part of its “You Hold the Key. Never Drive Drunk” message, and the National Safe Boating Council (NSBC) remind boaters that responsibility on the water can save lives. The misuse of alcohol is involved in approximately one third of all recreational boating fatalities every summer season due to boating under the influence (BUI).

“Driving a boat and driving a car have one important thing in common: there are penalties for operating under the influence of alcohol,” said Gene Giron, Alcohol Responsibility Manager for MillerCoors. “Every boater needs to understand the risks of boating under the influence of alcohol and make plans to keep themselves and others safe while on the water.”

Virgil Chambers, Executive Director of the National Safe Boating Council said boating while drinking alcohol can be fatal. “Boating is a big part of summer fun and when combined with responsible practices, allows a safe way for everyone to enjoy their time out on the water,” said Chambers. “Alcohol impairs the processes of perception, attention and memory. For those driving the boat, even one drink can cause people to take more risks and a recreational boat is no place for a daredevil.”

Chambers noted that the effects of alcohol may be more exaggerated when used in the boating environment than when used on land. He said this is because people are acclimated to being in an environment of firm, solid ground and alcohol can affect one’s balance. “Adding alcohol to the boating experience, even a relatively small amount, can place a boater at risk of losing their balance and falling overboard. A steady horizon allows a place for the eyes to focus on as inner ear sensors are attuned to these steady references. When these references change, the effects of alcohol on a person's ability to maintain balance are magnified,” Chambers explained.

MillerCoors and NSBC encourages boaters to boat safe, boat smart, boat sober..

MillerCoors has been a sponsor and member of the NSBC for over 15 years supporting programs that promote safer boating through education. To learn more, visit the National Safe Boating Council online, at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).

About the National Safe Boating Council

The National Safe Boating Council represents over 330 U.S. and Canadian organizations committed to reducing boating accidents and enhancing the boating experience. Visit [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org) for boating resources and more information.

#### About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, MillerCoors continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and Sparks. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.

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