



FOR IMMEDIATE RELEASE
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MillerCoors and DADD team up to promote safe roads

Partnership offers race fans convenient and safe shuttle service from Charlotte Motor Speedway to newly opened NASCAR Hall of Fame and Food Lion Speedstreet

Charlotte NC – The big race deserves a smart plan. Dial-A-Designated-Driver (DADD) and MillerCoors are teaming up to provide a solution. Partnering to help fans plan ahead for a safe ride, these organizations will provide a shuttle bus option on May 27 for race fans to travel between Charlotte Motor Speedway and the NASCAR Hall of Fame.

“A race weekend is a great reason to celebrate, but it’s important to consider your transportation plans before an event becomes memorable for all the wrong reasons,” says Ben Lee, president of DADD. “You should have no problem with finding an alternative to driving under the influence – just call DADD.”

DADD – short for Dial-A-Designated-Driver – is a Charlotte-area service, designed to get drivers and their cars home safely. “We’re very excited about our new partnership with brewer, MillerCoors. They have a great passion for both their beers and keeping their patrons safe. So what better way to kick off our partnership than to expand our services by offering a shuttle bus service to eliminate some of the race week craziness and get race fans to and from the race day hotspots and festivities in comfort and safety for a low cost,” says Lee.

“We believe that with great beer, comes great responsibility, and we’re pleased to partner with DADD to offer alternative transportation for the race fans in town and help raise community awareness that drunk driving is completely preventable,” said Kim Marotta, vice president of corporate social responsibility for MillerCoors. “We thank those fans who help keep the roads safe by celebrating responsibly and planning ahead to use the shuttle.”

On the morning of May 27, race fans can visit the DADD tent at the Shell gas station, located at 5945 Concord Parkway South, Concord, NC 28027, to purchase roundtrip tickets for a shuttle to Brevard St (Uptown next to the Hall of Fame). Each air-conditioned shuttle can hold 13 passengers and fans are encouraged to wear comfortable clothing for outdoors and comfortable shoes for walking. Umbrellas, baby seats, and small bags can be accommodated on the shuttle. Tickets are \$25 per person and will go on sale beginning at 9:30am on a first come first serve basis. The first shuttle departs the station at 10:00am. The shuttles will run from May 27 thru May 29.

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For more information about DADD, or to schedule an interview, contact John White, Director of Marketing at (704) 528-8256 (Office), 704-402-6226 (Cell) or JohnWhite@CallDaddNow.com.