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BACIC Safe Ride Home Program Educates Consumers on Arriving Home Safely
ZINGO and DD24-7 providing 800 free rides from December 3 to January 4

PHOENIX (December 1, 2009) - This holiday season the Beverage Alcohol Community Information Council (BACIC) is educating consumers on alternative options for arriving home safely from Arizona bars and restaurants through the BACIC Safe Ride Home Program.

Partnering with ZINGO and DD24-7, the program is combating the number one reason drivers get behind the wheel after a night on the town: hesitancy to leave their vehicles at the bar or restaurant. Both services provide a safe alternative for drivers and their cars. Patrons simply call ZINGO (877-663-8429) or DD24-7 (602-881-1848) and within 30 minutes the company arrives to drive them home in their own vehicles.

As part of the BACIC Safe Ride Home Program, select bars and restaurants in downtown Scottsdale, Tempe Marketplace and Mill Avenue will distribute 800 tickets for free rides from ZINGO and DD24-7 from December 4 to January 3. On Thursday, December 31 and every Friday, Saturday and Sunday during the holiday season, participating establishments will have a designated number of tickets to give to patrons. Consumers should look for the BACIC Safe Ride Home Program poster to determine program participation. For more information, please visit www.bacicarizona.org/ridehome.

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BACIC is an Arizona non-profit, 501(c)(6) tax exempt organization, composed of local and national companies and trade groups from across the hospitality and tourism sectors. Collectively, as members of BACIC we aim to continue serving as a positive force on alcohol-beverage issues with local communities and at the state level. We look forward to working closely with state lawmakers and other elected officials to foster a better understanding of those issues, and improve the working relationships with the hospitality and tourism industries that are so important to Arizona's future economic vitality and cultural experience.