



PROCLAMATION

WHEREAS, Anheuser-Busch and its local wholesaler, American Eagle Distributing, are proud members of the Fort Collins community, with a long-standing commitment to ensure that its products are enjoyed responsibly and has promoted responsible drinking since 1982 with an investment of over \$875 million; and

WHEREAS, Anheuser-Busch is opposed to drunk driving and believes it is 100 percent preventable, and believes the beer industry should play a role in promoting alcohol responsibility because no company benefits from the misuse of its products and promotes the use of designated drivers; and

WHEREAS, parents, educators, retailers, law enforcement, elected officials and citizens all play an important role when it comes to alcohol responsibility in our communities; and

WHEREAS, many people in Fort Collins are passionate about promoting alcohol responsibility and will participate in Global Be(er) Responsible Day on Sept. 23, taking pledges to be designated drivers and encouraging their friends and family to remember to always use a designated driver if they choose to drink.

NOW, THEREFORE, I, Karen Weitkunat, Mayor of the City of Fort Collins, do hereby proclaim September 23, 2011, as:

BE(ER) RESPONSIBLE DAY

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the City of Fort Collins this 20th day of September, A.D. 2011.

Mayor

ATTEST:

Chief Deputy City Clerk