



News Release

FOR IMMEDIATE RELEASE

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AAA TIDEWATER VIRGINIA AND HOFFMAN BEVERAGE COMPANY JOIN FORCES TO KEEP DRIVERS SAFE THIS HOLIDAY SEASON

VIRGINIA BEACH, VA (October 30, 2012) - AAA Tidewater Virginia, in cooperation with Anheuser-Busch and Hoffman Beverage Co., will once again offer its *Tow To Go* service in the Hampton Roads community this holiday season. The goal of the program is to provide a safe alternative to drinking and driving on area roads. The service will be available in the greater Hampton Roads area from October 31st, 2012 at 9pm until 6:00 a.m. on January 1st, 2013. The kick off of *Tow To Go* starts this Wednesday on Halloween to help keep motorists and children safe as they travel the streets. Halloween has become an increasingly popular holiday for adults to celebrate with parties where alcohol is served.

Motorists, bartenders, restaurant managers, party hosts or passengers of a drinking driver can call (757) 631-1700 between these dates and request a free *Tow To Go* home during this holiday season. Callers simply tell the dispatcher, "I need a *Tow To Go*," to receive both the free tow and ride home.

Callers need to keep in mind that the service excludes rides for passengers, is restricted to a one-way, one-time ride for the driver, and the destination is limited to the driver's residence. Reservations are not accepted, and the tows are available within the greater Hampton Roads area.

The *Tow To Go* program is open to any driver; AAA membership is not required. This service is provided free of charge to prevent alcohol-related car crashes. This marks the 8th year that AAA Tidewater Virginia is offering its free *Tow To Go* service to the public during the holiday season.

The beginning of the holiday season starts earlier each year for many people. Often companies move their organizations holiday party into November because there simply doesn't seem to be enough of December to hold all the merriment. While this extends the special time for connecting with friends and family it also extends one of the most deadly months for alcohol related traffic crashes and fatalities. Drinking drivers frequently fail to seek and obtain alternative ways to get home because they are concerned about retrieving their vehicle, the expense of taxis and the inconvenience of alternative transportation.

Tow To Go is intended to give motorists a safer option for getting themselves and their vehicles home, instead of driving while intoxicated. "We want motorists to be aware of the high crash risk from drinking and driving associated with holidays and encourage them to think twice about getting behind the wheel if they have been drinking," said AAA Tidewater Virginia spokesperson Georjeane Blumling.

As part of North America's largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit AAA.com and follow us on Twitter at [Twitter.com/AAATWnews](https://twitter.com/AAATWnews).

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