

**FOR IMMEDIATE RELEASE**

## **BeMyDD Partners with Jack Daniel's and Total Wine & More to Give Away Free Designated Drivers for the Holidays**

Holiday program features a free designated driver for-a-year sweepstakes and a \$20 promotion to encourage participants not to drink and drive.

**LOS ANGELES, CA (November 23, 2015)** – BeMyDD (Be My Designated Driver), the nation's largest designated driver service, today announced a partnership with Jack Daniel's Tennessee Honey and Total Wine & More in a program designed to encourage responsible drinking and sober driving throughout the holiday season.

The holiday campaign features a sweepstakes to win a free designated driver for a year, or one of many gift cards for free rides. All participants receive \$20 off their first ride by entering at [BeMyDD.com/TotalWine](http://BeMyDD.com/TotalWine). Participants are also encouraged to sign a pledge to not drive buzzed on the Ad Council's website: [buzzeddriding.adcouncil.org/#take\\_the\\_pledge](http://buzzeddriding.adcouncil.org/#take_the_pledge).

The winter holiday season, which sees an increase in travel, and more social events with family and friends, is one of the deadliest times of the year to be on the road. In fact, according to 2013 data from the National Highway Traffic Safety Administration, there were 1,180 people killed in crashes during this period and nearly a third (30%) of those were alcohol-related.

"Jack Daniel's has always encouraged people to drink responsibly," says Taylor Amerman, North America Region Responsibility Manager at Jack Daniel's parent corporation Brown-Forman. "We're proud to be a partner of this campaign and to help everyone make the most of their holiday season."

"At Total Wine & More we are acutely aware of the products that we sell and the potential dangers that arise from their misuse and abuse. As a responsible retailer we strongly encourage our customers to use beverage alcohol wisely. We are pleased to partner with BeMyDD and The Ad Council this holiday season to promote responsible consumption and the use of a designated driver," added Matt Indre, Senior Manager, Public Affairs & Corporate Social Responsibility at Total Wine & More.

The holiday campaign will be promoted through email, social media, and Total Wine & More's brick & mortar locations.

Winners of the sweepstakes will receive a designated driver through BeMyDD, an alternative transportation service where professional drivers drive you wherever you need to go in your

own vehicle. For \$14-\$19.50 per hour, depending on location, customers can enjoy all the benefits of a professional chauffeur in the comfort of their own cars. Drivers are fully-screened and must have at least ten years of driving experience. Used by BeMyDD customers for occasions ranging from a date night out to a winery tour or bar crawl, BeMyDD also offers car pickup service (\$25 pickup fee + mileage) and event services for weddings or other gatherings (\$45-\$53 per hour).

“We created BeMyDD to give people a better substitute to driving buzzed, forcing a friend to act as a designated driver or leaving your car behind to take an expensive taxi,” says Arthur Simanovsky, BeMyDD CEO and President. “We’re excited to support this campaign and give people the drivers-on-demand they need during a busy and potentially dangerous time of year.”

The sweepstakes can be entered at [BeMyDD.com/TotalWine](http://BeMyDD.com/TotalWine) from November 30<sup>th</sup> to January 1<sup>st</sup>. Fifteen people will receive a free designated driver for three hours, while one winner will receive the grand prize of a designated driver for a year (up to 24 rides).

BeMyDD’s designated driver app is available for both iOS (7.0 and later) and Android (4.0.3 and later) and can be downloaded through the App Store, Google Play, or BeMyDD’s website at <http://www.bemydd.com/mobile-apps>.

### **About BeMyDD**

Founded in 2010, BeMyDD (Be My Designated Driver) is the nation’s largest designated driver service, currently operating in 76 markets in 31 states. This convenient, safe, reliable and affordable alternative transportation service provides a chauffeur at a discounted rate by driving the customer's automobile. Professional, experienced drivers are fully background-screened, interviewed and insured by BeMyDD and wear formal business attire. The company has national partnerships with leading liquor and wine companies to promote social responsibility, including Total Wine & More and Brown-Forman. To schedule a professional driver, go to [BeMyDD.com](http://BeMyDD.com), call +1 (877) U-BeMyDD (823-6933), or download the mobile app. To learn more, visit [www.BeMyDD.com](http://www.BeMyDD.com) and follow us on [Facebook](#); [LinkedIn](#); [Google+](#); [YouTube](#) and [Twitter](#).

### **About Jack Daniel’s**

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel’s is the maker of the world-famous Jack Daniel’s Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack

Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Sinatra Select and Jack Daniel's Country Cocktails.

### **About Total Wine & More**

Total Wine & More is America's largest independently owned retailer of fine wine, beer and spirits. Founded by brothers David and Robert Trone when they opened their first store in 1991 – 1,500 sq. ft. in Claymont, Delaware - by year's end Total Wine & More will have 130 superstores in 18 states and revenues of \$2.1 billion. The company's vast selection of products, combined with low everyday prices and expertly trained wine associates, offers a unique shopping experience to the customer. Total Wine & More has the unprecedented distinction of being a four-time national retailer of the year, most recently being named Wine Enthusiast's 2004 Retailer of the Year. Total Wine & More is committed to being the premier wine retailer and price leader in every community that it serves. More information and store locations are available at [www.totalwine.com](http://www.totalwine.com)

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