



MEDIA RELEASE

Designated drivers get free soft drinks this summer

16 December 2016: Designated drivers in Queensland and New South Wales will be able to enjoy free non-alcoholic Coca-Cola drinks at around 120 participating venues as part of the “Designated Driver” summer program over December and January.

Mark Filmer, General Manager Hotels, Restaurants and Cafes for Coca-Cola Amatil said the program celebrated designated drivers by shouting them free soft drinks to say thanks for keeping their mates safe on a night out.

“This is about rewarding the positive choices people make when they volunteer to drive on a night out and help to get their friends and family home safe over the busy festive season, Mr Filmer said.

“We are trialling Designated Driver in Queensland and NSW. If it’s a success, we would like to see it rolled out around the country.”

The program is a joint initiative of Coca-Cola and Coca-Cola Amatil, to be run in conjunction with the ALH Group and independent venues. It commenced this month and will run until 31 January 2017.

How it works

The program will operate in around 120 outlets in New South Wales and Queensland.

At the start of the night, designated drivers identify themselves to bar staff and receive a wristband which entitles them to free draught soft drinks. They then can choose from a range that includes Coke, Coke Zero, Diet Coke and Sprite.

The campaign will be supported by the release of the “Designated Driver Man” film this week to run on social media and digital platforms throughout summer.

Coca-Cola’s Designated Driver program has been running in the UK for the past 10 years with strong support from the government and local communities. A similar Scheme was successfully piloted in Western Australia in 2014.

Ends