

OKLAHOMA MALT BEVERAGE ASSOCIATION LAUNCHES HOLIDAY PUBLIC SERVICE AD CAMPAIGN

OKLAHOMA CITY, OK, December 8, 2009 - The Oklahoma Malt Beverage Association (OMBA) announced today it has launched the first in a series of public service advertisements urging Oklahomans to be responsible when they consume alcohol over the holidays. The ads, currently running on radio stations statewide, specifically request that Oklahomans designate a driver if they are drinking and also serve to remind young Oklahomans that it's illegal to consume alcohol if under age 21. OMBA intends to extend the public service campaign in 2010, aiming its efforts at sports fans, prom goers and graduating students and lake/boat enthusiasts.

“As the voice of Oklahoma’s beer distributors, the OMBA feels very strongly about responsible alcohol use and that always includes not drinking and driving or drinking under the legal age,” said Brett Robinson, OMBA president. “We’re hopeful these messages will influence Oklahomans to think before they drink, especially over the holidays when temptation can run high.”

The advertisements are accessible by visiting the OMBA website at www.oklahomabeer.org