Promoting Responsible Drinking

On Friday, Sept. 21, more than 2,140 Anheuser-Busch employees joined their Anheuser-Busch InBev colleagues from across the globe in celebrating Global Be(er) Responsible Day. This included partnering with the company’s wholesalers to spread Budweiser’s message to “Designate a Driver and Enjoy the Great Times” directly with retailers and adult consumers across the country. As a permanent sign of this commitment, the street in front of the company’s corporate office in St. Louis was ceremoniously renamed “Designated Driver Way.”

2012 also marked the 30th anniversary of Anheuser-Busch’s first responsible drinking campaign “Know When to Say When.”
We'd like to thank Anheuser-Busch for the company’s commitment to support Red Cross relief efforts. We are especially grateful for the company’s donations of emergency drinking water. Anheuser-Busch donated more than 1 million cans of water to Super Storm Sandy victims and relief agencies.”

Cindy Erickson, CEO, American Red Cross - Greater St. Louis Region