Local students to experience “A Survivor's Story” this graduation season  
*National speaker Adam Blomberg to reinforce “Driving Responsibly” message*

**Virginia Eagle Distributing Company (VED)** — With high school graduations upon us, teens are likely facing a new schedule, new surroundings, and even new social pressures. These changes provide new opportunities for important conversations. Anheuser-Busch is reminding parents to use these moments to talk with their teen about resisting peer pressure to drink when underage.

To help parents navigate this important topic, VED will bring in Adam Blomberg, M.D. to visit local schools. Dr. Blomberg has faced many personal trials and tribulations as it relates to responsible driving. He will be visiting students at The Boys Home in Covington (5/9 at 6:30pm), Fort Defiance High School (5/10 at 8:30am), Riverheads High School, Robert E. Lee High School (5/10 at 10am) and Wilson Memorial High School (5/9 at 11am).

“Many of us are parents, too, and we face the same challenge as other parents of talking to our children about the importance of not drinking when underage,” said Crystal Heinz, Community Awareness and Education Director, Virginia Eagle Distributing.

“We want our children to be healthy and make smart decisions, and that's why we're happy to support Dr. Blomberg's visit to the Shenandoah Valley. His personal experiences will no doubt spark internal conversations between these students and their families. Awareness and responsibility are our #1 goal.”

Research shows that parents can have a significant influence on their children's decisions on this subject. According to the 2008 GFK Roper Youth Report, 74 percent of children ages 8 to 17 cite their parents as the No. 1 influence on whether they drink alcohol — a statistic that has held constant since the survey began more than a decade ago.
These types of educational programs, along with enforcement of existing laws, do make a positive difference in the fight against underage drinking and teen drunk driving. According to the Partnership for a Drug-Free America, all measures of teen alcohol use have declined since 1998. Additionally, the 2007 National Survey on Drug Use and Health found that 84 percent of underage youth, ages 12-17, do not drink.

For more information on this program, to schedule an interview with Dr. Blomberg or to join him during his visits, please email cheinz@vaeagle.com.

About Adam L. Blomberg, M.D.
In 1998, Adam volunteered at the William Lehman Injury Research Center in Miami where he co-founded "Driving Responsibly in Vehicles Education" (D.R.I.V.E.), an initiative aimed at developing injury prevention programs. The first program under the D.R.I.V.E. umbrella was "Adam - A Survivor's Story."

After overcoming a traumatic brain injury that he suffered in a car crash as a senior in high school, Adam turned his survival story into a mission to create public awareness about the importance of responsible driving. Adam speaks from experience about the dangers of not following simple safety precautions in motor vehicles. He also speaks from the heart when he recounts the painful story of his brother who was killed in a drunk-driving crash.

Adam’s real-life story and his casual, yet energetic, style enable him to connect with his audiences at high schools, colleges and community organizations regionally in the Northeast.

His powerful message is a tool for injury prevention, and the positive reactions from his audiences confirm that a Survivor's Story has tremendous impact.

About Anheuser-Busch
Anheuser-Busch is the global industry leader in promoting responsibility. Since 1982, the company and its nationwide network of 600 wholesalers have invested more than $930 million in national advertising campaigns and community-based programs to promote responsible drinking and prevent alcohol abuse. In 2009, for the sixth year in a row, the company ranked first in the beverage industry for social responsibility in FORTUNE magazine’s “World's Most Admired Companies.” For more information on these efforts and the progress being made, visit www.beeresponsible.com.
About Virginia Eagle Distributing
VED is committed to promoting responsibility and preventing alcohol abuse. To learn more about the resources available through VED's Corporate Social Responsibility Program please visit our website at www.vaeagle.com.

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