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Getting More Than a Tan Out of Spring Break

Survey Reveals College Students Show Concern for Others, Themselves

ST. LOUIS (March 4, 2008)—College students on spring break are more apt to spend quality time with their parents or siblings than on a trip to the beach. That's according to a new survey, conducted by The Nielsen Company on behalf of Anheuser-Busch, The BACCHUS Network™, the Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF), and the National Association of State Universities and Land-Grant Colleges (NASULGC). In fact, the survey shows most college students, ages 21 and older, are acting conscientiously and responsibly during their spring breaks.

According to the poll, 70 percent of respondents spent their last spring break with family, compared to 33 percent who headed to the beach or other spring break destination. In addition, of those who chose to drink while relaxing, 84 percent reported they did so responsibly and in moderation.

"The stereotype that most college students engage in high-risk drinking and other irresponsible activities during spring break is clearly not the norm," explains Carol Clark, vice president of Corporate Social Responsibility at Anheuser-Busch, Inc. "This survey reinforces that most students are focused on making smart choices and making a difference."

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Respondents to this poll also reported on activities, behaviors and perceptions surrounding spring break and drinking: 78 percent of college students who chose to drink last spring break used a designated driver; 68 percent set limits on how much alcohol they would consume; and 87 percent have said or done something to prevent a friend who had been drinking from doing something that might cause harm.

“It’s critical that college students hear the positive message that most of their peers are, in fact, making good choices when it comes to their personal safety and overall health,” stated Peter McPherson, president, NASULGC.

The poll also found strong support for spring break activities in which students volunteer for community service projects. Twenty percent said they participated in volunteer activities on their last spring break, with 84 percent of those surveyed saying they would like their college or university to offer such a program.

Drew Hunter, president/CEO of The BACCHUS Network™, added, “We applaud those students who work for the benefit of their families and their communities, while continuing to follow the peer-to-peer approach of looking out for one another when going out to have a good time.”

Said Dr. Edward Hammond, chair of IATF, “This poll confirms what those of us in higher education already know. Today’s young adults are committed to taking care of each other and taking care of their communities, which bodes well for our nation’s future.”

The poll was conducted online from Feb. 15 – 24, 2008. The findings were based on a sample of 1,299 college students, ages 21 to 25. To view the full survey results, visit www.alcoholstats.com.

To help prevent alcohol abuse and sales to minors, Anheuser-Busch and its nationwide network of local distributors support programs in college markets that help retailers educate their employees on how to properly check IDs, prevent sales to minors and avoid alcohol abuse situations. They also implement safe-ride and designated driver programs, host speakers who communicate a message of responsibility and respect, and offer *College Talk*, a free guide for parents to help them talk with their college-age student about these issues.

For a quarter of a century, Anheuser-Busch has led the alcohol beverage industry in the fight against alcohol abuse. The company and its network of distributors have invested more than \$675 million in dozens of community-based programs and national advertising campaigns to promote responsible drinking and help prevent underage drinking and drunk driving. To learn more, visit www.beeresponsible.com.

The BACCHUS Network™ is a university- and community-based network focusing on comprehensive health and safety initiatives. With more than 32,000 student leaders and advisors impacting more than eight million peers on more than 900 campuses throughout the world, it supports efforts to develop peer education programs and provides related resources. Visit www.bacchusnetwork.org for more information.

The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues (IATF) is a coalition of vital professional associations that collaborate on issues relating to substance abuse prevention efforts within the higher education community. More information is available at www.iatf.org.

Founded in 1887, the National Association of State Universities and Land-Grant Colleges (NASULGC, A Public University Association) is an association of public research universities, land-grant institutions, and public university systems, and is dedicated to excellence in teaching, research and public service. For more information, visit www.nasulgc.org.

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