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State of Illinois Liquor Control Commission



Thursday Nov 9, 2006

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ILCC Industry Education Division

NEWS RELEASE

Don't Be Sorry campaign rolls onto the University of Illinois-Springfield campus

Drunk driving simulator, musical entertainment are part of the day's activities

DATE: August 30, 2006
CONTACT: Ted Penesis (ted.penesis@illinois.gov)

SPRINGFIELD—Students at the University of Illinois-Springfield (UIS) experienced the devastating effects of drinking and driving on August 29 as part of the Illinois Liquor Control Commission's (ILCC) *Don't Be Sorry* public education campaign to reduce underage drinking.

"One of our goals with the *Don't Be Sorry* campaign is to present messages, materials, and activities illustrating the consequences of underage drinking," says Ted Penesis, ILCC Industry Education Manager. "This event certainly opened college students' eyes to the dangers of alcohol consumption."

A high-tech drunk driving simulator—along with the musical stylings of singer/entertainer Dave Rudolf—were presented to UIS students, thanks to a grant from the Illinois Department of Transportation's Traffic Safety Division.

Over 200 students experienced the national "Save A Life Tour" drunk driving simulator, which features state-of-the-art technology in exposing students to different levels of impairment. The simulator fully immerses participants in a totally unscripted environment with a 180° field of vision, 87 miles of roadway, random traffic conditions, and environmental variables that simulate all types of weather at different times during the day.

The Save A Life Tour also included multi-media presentations and an actual casket to bring home the permanent and life-changing impact of drinking and driving. It is expected that the simulator will be available at future *Don't Be Sorry* events as well.

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