

Responsible Redlands Program to Offer Free Cab Rides for Holidays

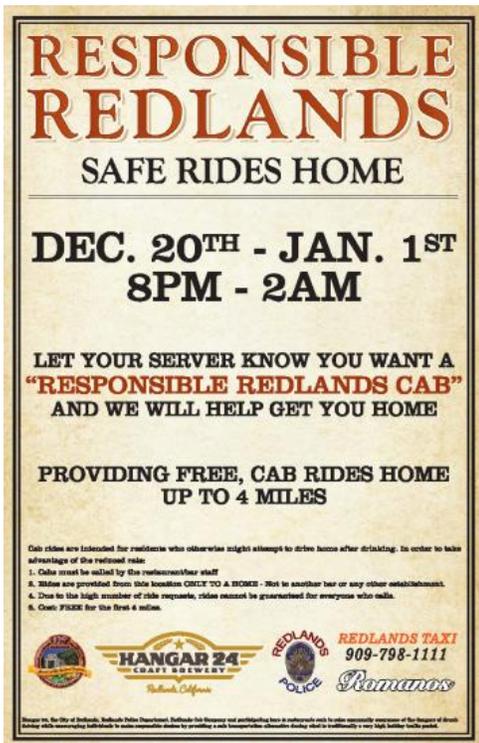
Hangar 24 also to unveil its first two sodas at press announcement

Press Announcement

December 17, 2013, 11:00AM

Hangar 24 Craft Brewery - 1710 Sessums Drive, Redlands, CA 92374

Expected: Mayor Pete Aguilar, District Attorney Mike Ramos, Hangar 24 owner Ben Cook, Redlands Cab Co., Proprietors of participating bars and restaurants.



Flier for the Safe Rides Home program, customized for Romano's

Hangar 24 Craft Brewery, the City of Redlands, the Redlands Police Department, Redlands Cab Company and participating restaurants/bars have come together to provide a safe holiday season in Redlands by offering free or reduced-fare cab rides to bar and restaurant patrons in need of a safe ride home. In conjunction with the program, Hangar 24 will be unveiling its first ever soda creations to provide a non-alcoholic option for drivers and those who simply enjoy a well-made natural sugar soda.

“It is great to see our local brewery work with the bars and restaurants and take the initiative to provide this program at no cost to the taxpayer,” said Redlands Mayor Pete Aguilar. “We hope to see the program expand to increase awareness of the dangers of drunk driving and the alternatives that exist to provide patrons safe rides home”

The *Responsible Redlands* program will run 8pm to 2am each night from December 20th through the morning of New Year’s Day. Patrons at participating bars and restaurants can ask for a “Responsible Redlands Cab” and receive their first four miles home free, courtesy of the program.

“We’re looking forward to a great holiday season,” said Hangar 24 Founder and Master Brewer Ben Cook. “With Responsible Redlands, we’re giving people a way to enjoy themselves with an easy and safe way to get home.”

The program will be announced at an event on December 17, 2013 at 11AM at the Hangar 24 Craft Brewery.

The program is being funded by a \$5 donation for every ride from Hangar 24 and another \$5 from the participating bar or restaurant. In addition, one of the four miles will be donated by The Redlands Cab Company. Responsible Redlands seeks to raise community awareness of the dangers of drunk driving by providing a safe transportation alternative during what is traditionally a very high traffic period.

Participating bars and restaurants include:

Romano's, Eureka Burger, Royal Falconer, The Boiler Room, Gourmet Pizza Kitchen, Redlands Underground, Flamingo, Lounge 22, and the Hangar 24 Tasting Room are confirmed participants.

Rules of The Free Cab Rides:

Cab rides are intended for residents who otherwise might attempt to drive home after having a drink. In order to take advantage of the reduced rate:

1. Cabs must be called by the restaurant/bar staff for patron asking for a "Responsible Redlands" cab.
2. Rides are provided from the participating location to a home only - Not to another bar or any other establishment.
3. Due to the high number of ride requests, rides cannot be guaranteed for everyone who calls.
4. Cost: FREE for the first 4 miles

Also making its debut at the Dec. 17 announcement will be Hangar 24's first foray into sodas. The day will launch with two custom flavors: Root Beer and Orange Cream, both offered at the Brewery's Tasting Room. Hangar 24 will be sampling them at the announcement event for free to the public. The sodas are brewed in the Hangar 24 brew house and use 100% natural cane sugar. They contain no high-fructose corn syrup and are caffeine-free. The sodas will be \$1 per pint at the Brewery.

"Our Tasting Room is meant to be inviting to the whole community," said Cook. "Brewing our own sodas was a fun project that allows us to offer a new option for guests who may not want a beer or are the designated driver."



About Responsible Redlands:

The Responsible Redlands initiative aims to curb the problems related to binge and underage drinking in Redlands in order to achieve a safer, healthier community. The campaign includes DUI checkpoints and saturation patrols to identify intoxicated drivers, party patrols to enforce the City's Social Host Ordinance, decoy operations to cite businesses and individuals who provide alcohol to underage persons and educational efforts for local businesses that serve alcohol. Responsible Redlands welcomes partnerships with alcohol retailers and establishments that serve alcohol.

About Hangar 24:

Hangar 24 Craft Brewery was founded in 2008 across from the Redlands, California airport. Widely known for their flagship beer, Orange Wheat, the brewery takes its name from the hangar in which Founder and Master Brewer Ben Cook and his fellow pilots would meet up with family and friends after a day of flying. They would share stories, barbecue, play music and enjoy Ben's latest batch of homebrews. Hangar 24 Craft Brewery embodies that spirit: good beer, a love of flying and the pure enjoyment of being among good friends.