



To: Members, House Transportation and Energy Committee
From: Colorado Licensed Beverage Association
Date: February 5, 2009
Re: Support for HB09-1100, Creation of an "Alive at Twenty Five" special license plate by Representative Debbie Benefield and Senator Lois Tochtrop

The Colorado Licensed Beverage Association (CLBA) is the state wide trade association for beverage alcohol licensees. Our members include owners of liquor stores, bars, taverns, night clubs, private clubs and fraternal organizations.

Our members are very cognizant of the responsibility they have in the retailing of beverage alcohol. This responsibility encompasses strategies to reduce drunk driving, eliminate access to beverage alcohol for underage Coloradoans, and to provide information to customers about the potential risks of beverage alcohol consumption with certain health conditions.

The beverage alcohol industry has been a leading advocate in promoting policies which highlight the problems of underage drinking and its relationship to traffic accidents and fatalities.

CLBA supports the premise and goals of the Colorado State Patrol which are found in the "Alive at Twenty Five" program and urges the Colorado Legislature to give motorists the opportunity to show their support, via special license plates, for this life saving campaign.

We applaud Representative Benefield and Senator Tochtrop for bringing forward this legislation to and we are pleased to add our organization's support this important piece of legislation.

Please support HB 1100.

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