

Know When To Say When

...A Campaign for Responsible Drinking

For most adults, having a drink is a way to relax and enjoy the company of family and friends. Only when alcoholic beverages are abused do they pose a danger, leading to drunk driving and other serious problems.

Anheuser-Busch and your local distributor are proud of the products we sell . . . the world's greatest family of quality beers. We want you to enjoy our fine products but to remember to drink sensibly and to know your personal limits.

That's why we're encouraging consumers to "Know When To Say When" in a campaign to promote greater awareness of the responsibilities associated with drinking. So, enjoy your favorite beverage . . . responsibly. Please. Know When To Say When.



PLACE DISTRIBUTOR NAME HERE

