

For Immediate Release
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Hooper Corporation's Real Men Drive Real Sober Campaign Receives Public Service Recognition

(MADISON, Wis.) – The Dane County Coalition to Reduce Alcohol Abuse awarded Hooper Corporation a Special Public Service Recognition for its Real Men Drive Real Sober Campaign Monday.

This award comes in Hooper's 11th consecutive year of sponsoring the campaign which addresses the ongoing issue of drinking and driving, especially in the Madison area, through use of outdoor billboards. Hooper is currently the sole sponsor of this campaign.

County Executive Kathleen Falk presented the award at the Coalition's Media and Public Service Recognition event at the Common Wealth Gallery. The event included a thought-provoking art exhibition, "Sober Journeys," curated by artist Stephanie Smith. "Sober Journeys" featured Smith's artwork along with that of Edgewood College freshmen and young adults in recovery.

Real Men Drive Real Sober is a well-recognized campaign in the Madison community. Hooper continues to sponsor the campaign because of the critical message it sends, especially during the holiday season.

Awards were also presented to:

- The Wisconsin State Journal
- The Oregon Observer
- Madison Magazine and WISC TV
- The Ballweg Family
- CUNA Mutual
- Club TNT

More information on the Coalition can be found at <http://www.countyofdane.com/commissions/alcohol/>.

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