

# TESTIMONIAL Coors Light and Valley Metro



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**“This is a win and a great service for the Phoenix region.”**

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*This program was supported by Valley Metro member agencies, the Arizona Governor’s Office of Highway Safety, statewide elected officials and local law enforcement, along with Crescent Crown Distributing. Many Phoenix residents were expected to take advantage of this free service this New Years!*

*“Party-goers this New Year will be able to count on free and safe transportation to downtown and regionals events, and I’m hoping to keep this service going for years to come.”*

**Greg Stanton**  
Mayor, Phoenix

## **Audience**

Adults 21+

## **Media Mix**

Train Wrap  
Rail

## **Market**

Phoenix

## **Objective**

Coors Light and Valley Metro wanted to ensure a safe New Years for its residents by providing free rides to the metropolitan area, in hopes of avoiding any drinking and driving.

## **Rationale**

Coors decided to sponsor this tree transportation to promote responsible drinking.