

REMARKS OF THE HONORABLE THOMAS H. KEAN

GOVERNOR

AT THE

PRESS CONFERENCE WITH DIONNE WARWICK

RAM'S HEAD INN

ABSECON, NEW JERSEY

FRIDAY, MAY 17, 1985

GOOD MORNING.

NEW JERSEY, AS MANY OF YOU KNOW, HAS THE TOUGHEST LAWS
AGAINST DRUNK DRIVING THE ENTIRE NATION.

THEY ARE PART OF A COMPREHENSIVE CAMPAIGN ON THE PART
OF THIS ADMINISTRATION TO SAVE LIVES BY KEEPING DRUNK
DRIVERS OFF OUR ROADS.

BUT THE KEYS TO PREVENTING DRUNK DRIVING ARE AWARENESS
AND EDUCATION. AWARENESS OF THOSE PENALTIES. EDUCATION
ABOUT THE VERY SERIOUS DANGERS OF DRIVING WHEN YOU'VE HAD
TOO MUCH TO DRINK.

INCREASING AWARENESS AND EDUCATION -- THAT'S THE PURPOSE BEHIND A VERY SPECIAL, AND A VERY EFFECTIVE, PROGRAM WE HAVE HERE IN NEW JERSEY.

IT'S CALLED "S.O.B.E.R." THAT MEANS "SLOW ON THE BOTTLE, ENJOY THE ROAD" FOR ADULTS; AND "STAY OFF THE BOTTLE, ENJOY THE ROAD" FOR YOUNG PEOPLE. I AM PROUD TO REPORT THAT NEW JERSEY IS THE FIRST STATE IN THE NATION TO HAVE A S.O.B.E.R. PROGRAM.

S.O.B.E.R. HAS BEEN WORKING FOR A COUPLE OF YEARS NOW TO PREVENT DRUNK DRIVING THROUGH COMMUNITY PROGRAMS AND PUBLIC EDUCATION. AND SURVEY RESEARCH HAS SHOWN THAT THE S.O.B.E.R. CAMPAIGNS THAT HAVE ALREADY BEEN CONDUCTED HAVE INCREASED PUBLIC AWARENESS ABOUT THE DANGERS OF DRINKING AND DRIVING.

WELL, TODAY WE HAVE A VERY SPECIAL ANNOUNCEMENT THAT WILL MAKE S.O.B.E.R. EVEN MORE EFFECTIVE.

TODAY, I AM PROUD TO ANNOUNCE THAT A NATIVE NEW JERSEYAN, MS. DIONNE WARWICK, HAS AGREED TO SERVE AS THE CELEBRITY SPOKESPERSON FOR NEW JERSEY'S S.O.B.E.R. CAMPAIGN.

DIONNE WARWICK WAS BORN AND RAISED IN NEW JERSEY. SHE GREW UP IN ORANGE. SHE BEGAN AS A GOSPEL SINGER, AND, OF COURSE, WENT ON TO BE AN INTERNATIONAL SUPERSTAR.

WELL, I AM DELIGHTED THAT TODAY DIONNE WARWICK IS BACK IN NEW JERSEY -- WHERE HER FAMILY STILL RESIDES -- TO HELP US SAVE LIVES BY FIGHTING DRUNKEN DRIVING.

AS THE CELEBRITY SPOKESPERSON FOR S.O.B.E.R., DIONNE WILL MAKE PUBLIC SERVICE ANNOUNCEMENTS FOR RADIO AND TELEVISION, AND WORK WITH S.O.B.E.R. ON ALL OF ITS PUBLIC EDUCATION AND COMMUNITY PROGRAMS TOWARD OUR COMMON GOAL OF MAKING OUR ROADS SAFER.

SINCE WE AS A STATE BEGAN THIS CRUSADE TO FIGHT DRUNKEN DRIVING, THE NUMBER OF DEATHS ON OUR HIGHWAYS RELATED TO ALCOHOL AND DRUG ABUSE HAVE FALLEN.

IN TOTAL, THE NUMBER OF DEATHS IS DOWN BY OVER 300 -- 300 LIVES THAT HAVE BEEN SAVED BY THIS NEW AWARENESS ABOUT, AND NEW INTOLERANCE OF, DRUNKEN DRIVING.

I AM CONFIDENT THAT DIONNE WARWICK WILL HELP US MAKE EVEN MORE NEW JERSEYANS AWARE OF THE DANGERS OF DRINKING AND DRIVING.

I AM ABSOLUTELY DELIGHTED THAT A PERSON OF DIONNE WARWICK'S STATURE WOULD LEND HER NAME, HER TIME, AND HER EFFORT TO THIS WORTHWHILE EFFORT.

AND I AM VERY PROUD TO INTRODUCE TO YOU THE NEW CELEBRITY SPOKESPERSON FOR S.O.B.E.R. IN NEW JERSEY: MS. DIONNE WARWICK.