



FOR IMMEDIATE RELEASE
December 27th, 2017

CELEBRATE SAFELY THIS HOLIDAY SEASON DESIGNATE A DRIVER & RIDE FREE ON THE PURPLE RIBBON BUS!

As we wrap up 2017 anticipating the celebrations with family and friends, The National Drug Council (NDC) wishes all a happy and safe season. We are delighted with increased level of support garnered this year and the tremendous partnerships with our generous sponsors, in order to be able offer the Designated Driver programme which runs from 1st December to 31st December and the Purple Ribbon Bus service for New Year's Eve, 31st December 2017.

This year marks seventeen (17) years since the inception of the campaign and the partnerships between the NDC and local organizations to provide the Designated Driver Programme and the New Year's Eve Purple Ribbon Bus service, during the festive Holiday Season. This year we are pleased to announce that we have met our aim of increasing the number of participating bars, restaurants and clubs, provide the public with maps outlining the bus routes as well as to be able to mirror this programme and service in Cayman Brac.

Historically, thousands of revelers have utilized the designated driver campaign and the free bus service on New Year's Eve, which was established with the aim of reducing the number of drink driving incidents on our roads. Despite the legislation, the increased patrols by the police and public education and awareness campaigns, drunk driving remains a serious issue in the Cayman Islands. Before getting behind the wheel after having a few, we urge the public to consider the many reasons why you should not. "The National Council on Alcoholism and Drug Dependence Inc. advises that alcohol is a depressant because it slows down the functions of the central nervous system. This means that normal brain function is delayed, and a person is unable to perform normally. Alcohol affects a person's information-processing skills, also known as cognitive skills, and hand-eye coordination, also referred to as psychomotor skills."

Don't ruin your holiday or that of someone else's by driving drunk.

Ride FREE this New Year's Eve using the Purple Ribbon Bus

NDC is once again pleased to announce that the Purple Ribbon Bus service will run this New Year's Eve, 31st December 2017. There are currently ten (10) buses between Grand Cayman and Cayman Brac which will ensure shorter wait times and more efficient service. The buses will run regular routes on both Islands with the hours of operation on Grand Cayman from 9 pm to 4 am and on Cayman Brac from 9 pm to 1 am.

NDC's Programme Manager, Brenda Watson expressed, "It is our hope to change the culture of our people to one where drinking and driving is no longer the norm, but rather a culture where we plan ahead and designate a driver, and on festive occasions such as NYE that the public utilises the **FREE** bus service."

Director Joan West-Dacres states, "We are grateful for the continued support of some of our annual sponsors as well as the new sponsors and their pledge of financial support to ensure that the "Purple Ribbon Buses" are made available. This year we were pleased to announce the launch of this programme in Cayman Brac. Everyone looks forward to celebrating the holidays with family and friends but our celebrations shouldn't include drinking and driving!! Remember that preventing drinking and driving is everyone's business and we all need to play our role. Be safe, don't drink and drive!

The Designated Driver and Purple Ribbon Bus campaign is made possible through the generous sponsorship of: **Dart, Jacques Scott Group Ltd, Cayman National Bank, Maples FS, Cayman First Insurance, Greenlight RE, EcayOnline, Mourant Ozannes, Optimal Build Construction, Foster's Food Fair – IGA, Radio Cayman, B.A.A.M., Pat's Restaurant and Bar, Brac Power and Light, Star Island Restaurant, Hon. Mr. Moses Kirkconnell, Billy's Supermarket** and in partnership with the **Royal Cayman Islands Police Service (RCIPS)**.

Bus routes and map shown below.



BUS ROUTES

<p><u>BUS 1 - LEAVES FROM MORGANS HARBOUR</u> Batabano Rd. Mount Pleasant Rd. to Papagallo Restaurant, Mount Pleasant Rd. to Birch Tree Hill Road, Hell Road, Crack Conch, West Bay Road Camana Bay (Terminal I) - <i>(Passengers may transfer to East Bus)</i> Harbor Drive, Boilers Rd, Goring Ave Eastern Avenue, West Bay Road, Return to Morgans Harbour (Turnaround)</p> <p><u>BUS 2 - LEAVES FROM PUBLIC BEACH</u> West Bay Road Camana Bay (Terminal I) - <i>(Passengers may transfer to East Bus)</i> Harbour Drive, South Church Street, Memorial Drive, Hospital Road, Edward Street, Fort Street, Harbour Drive, North Church Street Camana Bay (Terminal I) Return to Public Beach (Turnaround)</p> <p><u>BUS 3 - LEAVES FROM CAYMAN FALLS</u> West Bay Road, North Church Street, Harbour Drive, South Church Street, Walker's Road, Hospital Road, Smith Road, Fort Street, Mary Street, North Church Street, West Bay Road, Camana Bay (Terminal I) – <i>(Passengers may transfer to East Bus)</i> Centennial Towers Return to Cayman Falls (Turnaround)</p>	<p><u>BUS 4 - LEAVES FROM ROYAL PALMS</u> West Bay Road, North Church Street , Harbour Drive, Cardinal Ave, Shedden Road Eastern Avenue, Camana Bay (Terminal I) – <i>(Passengers may transfer to East Bus)</i> Public Beach, Return to Royal Palms (Turnaround)</p> <p><u>BUS 5 Leaves from GEORGE TOWN PUBLIC LIBRARY</u> South Church Street, Walkers Road, Boilers Rd., Elgin Ave., North Sound Rd., Sparky's Dr., Camana Bay (Terminal I) – <i>(Passengers may transfer to East Bus)</i> Public Beach, Return to George Town Public Library (Turnaround)</p> <p><u>BUS 6 – LEAVES FROM CAMANA BAY (TERMINAL I)</u> Harquail Bypass, Eastern Avenue, West Bay Road, Public Beach, Yacht Dr. Return to Camana Bay (Terminal I) – <i>(Passengers may transfer to East Bus)</i> (Turnaround)</p>	<p>* <u>BUS 7 CAMANA BAY (TERMINAL I EAST BUS)</u> Harquail Bypass, Crew Rd., Linford Pierson Hwy., Grand Harbour, South Sound Road, South Church Street, Boiler's Road, Elgin Ave. Return to Camana Bay (Terminal I) (Turnaround)</p> <p>*Goes out to Kaibo/ Rum Point/ Morritt's Tortuga Club/ East End Esso Station every hour.</p> <p><u>BUS 8 KIMPTON SEAFIRE RESORT & SPA</u> Easterly Tibbetts Hwy. West Bay Rd. Lawrence Blvd., Return to Camana Bay (Terminal I) – <i>(Passengers may transfer to East Bus)</i> (Turnaround)</p> <p style="text-align: center;">This New Year's Eve, Don't Drink & Drive. Ride FREE on the Purple Ribbon Bus!</p>
---	--	--

Designated Driver Programme 2017

This has been a momentous year for the campaign as we report 2017 as having had the largest number of restaurants, bars and clubs signing on in participation of the Designated Driver Programme as well as the extension of the programme in Cayman Brac. The programme itself is simple; persons who identify themselves as a Designated Driver to their server will be given a purple or turquoise wristband which will allow them to receive free non-alcoholic beverages all evening. Cayman Islands Managing Partner of Mourant Ozannes, Peter Hayden, stated; "Designated drivers play a key role in making sure the roads are safe for everyone. We are proud to support this great initiative once again and do our part to make sure everyone gets home safely this holiday season."

The NDC is indebted to the number of participating establishments for their contribution to the safety and welfare of our communities and for doing their part to reduce drunk driving during this holiday season. Participating establishments include:

Abacus	Duke's Seafood & Rib Shack	Over the Edge Cafe
Agua Restaurant & Lounge	Dump Bar	Pani
Aliance Native Fish House	Eastern Star Bar	Pappagallo Ristorante
Anchor and Den	Eats Café	Paradise
Archies Bar	Edoardo's	PD's Pub & Restaurant
The Attic	Energy Bar	Peppers Bar and Grill
Banana's Restaurant	Everglo Bar	Pirates Cove Bar
Bandido's	Fidel Murphy's	Rackam's Waterfront Bar & Grill
Barracudas Bar	Gino's Pizzeria	Ragazzi
Blue Cilantro	Grand Old House	Ristorante Prima at Royal Palms
Blue Marlin	Guy Harvey's Restaurant & Bar	The Royal Palms
The Brasserie	Hard Rock Café	Roof Top Bar
Brooklyn	The Italian Kitchen	Rum Point Club
Boggy Sand Café	The Jungle	Salty's
Bombay Chopsticks	Kaibo	Sea Inn
Calico Jack's	Karoo	Shooter Lane
Calypso Grill at Morgan's Harbour	Kingshead Pub	Sharkee's
Captain's Table	Legendz Bar & Grille	Sing's Roti Shop
Casanova by the sea	Liberty's Restaurant	South Coast Bar & Grill
Catch Restaurant & Lounge	The Lighthouse	Station Bar
Caymanite Bar	Lincoln's Bar	Sunshine Grill
Cimboco – A Caribbean Café	Lobster Pot	Tukka Restaurant
Club Havana Lounge	Lone Star Bar and Grill	Ultra Lounge
Cobalt Coast Resort	Luca	Vic's Bar
Coconut Joe's	Macabuca Bar & Grill	Vivo Café & Restaurant
The Commodore	MacDonald's Restaurant	The Waterfront Urban Diner
Country & Western Restaurant	Mango Tree Restaurant	The Wharf Restaurant
Cracked Conch	& Lounge	Welly's Cool Spot
Craft Food & Beverage Co.	Margaritaville	West Indies Wine Company
Crew Sports Bar	Meringue Town Bar	Wyndam Reef Resort
Da Fish Shack	Mizu Asian Bistro	XQs
Decker's Grille and Lounge	Morgan's Seafood Restaurant	Yoshi Sushi
Denzel's Bar	Morritts Tortuga	

The message is clear and simple: **Don't Drink & Drive – Designate a driver or ride FREE using the "Purple Ribbon Buses on New Year's Eve"**

Proudly sponsored by:

