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Indiana Association of Beverage Retailers Receives Communications & Public Relations Award at ABL Convention

Off-Premise Hoosier State Alcohol Retailers Recognized for Web Advocacy Presence

Bethesda, MD – June 21, 2010 – The Indiana Association of Beverage Retailers (IABR) was formally honored by the American Beverage Licensees (ABL) with the 2010 ABL Communications & Public Relations Award on June 15 at the 8th Annual ABL Convention in Louisville, Kentucky. The trade association, which represents the interests of hundreds of liquor and package stores in Indiana, was recognized for its Internet advocacy efforts over the past year and the creation of three, regularly updated websites focusing on different beverage alcohol industry issues and their impact on Hoosiers.

“The Indiana Association of Beverage Retailers has made substantial progress in communicating to both its members and the general public,” said ABL executive director Harry Wiles. “But what truly makes IABR stand out is its advocacy presence on the Web.”

In addition to maintaining its official website, www.indianabeverageretailers.org, which provides association information for IABR members, the press, industry-related groups, and the general public, IABR launched two advocacy websites this past year, which are helping to educate Indianans about beverage alcohol.

- www.projectRAD.com is a website that encourages the responsible handling and distribution of beverage alcohol in Indiana. This means upholding Indiana’s system of alcohol regulation, which has resulted in one of the lowest alcohol-related fatality rates in the nation, growing its community partnerships, and asking for additional support and discussion in the Sunday Sales policy debate.
- www.indianaalcoholsales.com is a consumer friendly website that helps explain the current regulatory scheme for beverage alcohol in Indiana. Currently, Indiana’s package stores are Hoosier-based businesses by law and represent the face of the community. While legally limited on the number of products they can sell, they represent a better selection, choice and price for wine, microbrews, and spirits than many big-box stores and chains that have out-of-state home offices and corporate headquarters.

Said Wiles, “I encourage everyone to visit these websites to learn more about how to keep alcohol sales and distribution safe in Indiana and to see what the cutting edge of digital advocacy looks like.”

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The ABL Communications & Public Relations award is given in recognition of communications and public relations work by an ABL affiliate association. It is presented annually at the ABL Convention, which is attended by hundreds of beverage alcohol industry representatives and serves as a fitting backdrop for the award's presentation.

Accepting the award on behalf of IABR were IABR executive director John Livengood, and IABR members Warren Scheidt of Cork Liquors in Columbus, IN; and Ray Cox of Elite Beverages in Indianapolis, IN.

About American Beverage Licensees (ABL)

American Beverage Licensees (ABL) is the preeminent national trade association for beverage alcohol retailers. Its members are comprised of on-premise and off-premise licensees who provide hundreds of thousands of jobs and annually infuse billions of dollars into the American economy. To learn more about ABL, visit www.ablusa.org.

About the Indiana Association of Beverage Retailers (IABR)

The Indiana Association of Beverage Retailers is a statewide membership group for package store owners licensed and regulated by the state of Indiana. Founded in 1936, the association's mission is to protect, promote and improve the package store industry in Indiana. The association represents Hoosier businesses with 8,000 employees.