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# **No Drink Means Drive With Schumacher**



India is victim to 1.2 million road incidents a year, many of which are caused whilst drivers are under the influence of alcohol. Spreading awareness of the message that drinking and driving don't mix, Bacardi Limited launched its Indian leg of 'Champions Drink Responsibly' with Indian driver Narain Karthikeyan. This is a cause Narain feels very strongly about, and he's decided to lend his voice against drink driving.

The initiative of the campaign is to promote road safety encouraging drivers to drink responsibly and use alternative means of transport or designate a driver.

The Champions Drink Responsibly Club has Michael Schumacher as its world-wide brand ambassador. The contest is open to all Indians above the legal age for consuming alcohol on its website [www.championsdrinkresponsibly.com](http://www.championsdrinkresponsibly.com), and 28 lucky winners from different countries will get a drive around the Ascari race track in Spain with Michael Schumacher behind the wheel displaying his divine car control and sharing his driving secrets. While it's almost a certainty the car will be a Ferrari, which model isn't clear, but indicators are it will be either the 430 Scuderia or maybe even the Enzo-based FXX. Entries close on 15th March 2009.

Source - ACI

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