

Sourcebook Promising Practices: Campus Alcohol Strategies

THE CENTURY COUNCIL

The Century Council, founded in May 1991, is a national, not-for-profit organization. It is dedicated to promoting responsible decision-making about the drinking or non-drinking of beverage alcohol as well as combatting all forms of irresponsible drinking. Funded by America's leading distillers, the Council focuses on drunk driving and underage drinking – two of the public's top safety concerns.

Headquartered in Washington, D.C., The Century Council has an independent Advisory Board composed of leaders in the fields of business, government, academia, medicine and other relevant disciplines to provide guidance on all programs and policies.

The Century Council is based on the philosophy that collective action can have a greater impact than many individual efforts. Using its

resources as a catalyst for action, the Council involves all three tiers of the beverage alcohol industry – producers, wholesalers and retailers – with law enforcement, public officials, educators, insurers, health care professionals and private citizen organizations in programs to combat alcohol abuse.

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