FOR IMMEDIATE RELEASE

Dec. 7, 2021

Contact:

Katie Looby-Shi

Katie@ScarlettCommunications.com

(972) 922-1694

Dallas Nonprofit Announces Innovative Program Aimed at Improving Dallas' Nighttime Profile

24HourDallas' Good Neighbor Initiative will leverage never-before used approaches in North Texas to make Dallas' nighttime economy safer, more inclusive and more vibrant

DALLAS – 24HourDallas, a grassroots nonprofit organization committed to improving Dallas' nighttime profile, today unveiled the Good Neighbor Initiative, an innovative program aimed at bolstering the city's nighttime economy by fostering better relationships between Dallas' nighttime businesses and their neighbors.

Using never before used approaches in North Texas, the Good Neighbor Initiative aims to make Dallas' nighttime economy safer, more inclusive, and more vibrant. The initiative will demonstrate how private sector-led innovation and collaboration can result in improved public safety, increased civility, and exceptional nighttime experiences, by relying on four community-focused elements:

- **A SAFE NIGHT OUT –** Building collaboration between nighttime businesses and municipal departments so a city's nighttime becomes safer and more vibrant.
- **EVERY VOICE –** Educating nighttime business owners on how to avoid discrimination and exclusion when they hire staff and host guests.
- **SIDEWALK AMBASSADORS –** Mobilizing faith leaders and individuals of goodwill to quell potential conflict within a Dallas entertainment district.
- **COPPER STAR CERTIFICATION –** Honoring nighttime businesses that have taken extraordinary steps to be safe, welcoming and respectful of their neighbors.

More than 60 cities around the planet focus on their nighttime economies, but the Good Neighbor Initiative is the first comprehensive initiative designed to help bolster a city's safety and inclusion, plus economic and cultural vibrancy at night, both in the United States and the world. It is also the first initiative of its kind to be driven by a volunteer-powered, nonprofit organization.

The initiative is led by 24HourDallas, an all-volunteer 501(c)(3) non-profit that encourages collaborations, incubates cultural activity, champions sociable districts, and inspires business development to benefit Dallas' nighttime economy.

The Good Neighbor Initiative is sponsored by Pernod Ricard USA, a leading spirits and wine producer. The firm is also a founding member of Responsibility.org, which leads meaningful conversations on alcohol responsibility across the United States and is also collaborating on the Good Neighbor Initiative. Additionally, 24HourDallas has partnered with Safe Night LLC, a global consulting firm that provides strategies to improve policing, nightlife management, and economic viability.

"Nighttime business operators and nighttime patrons both want every night out in Dallas to be a great experience for everyone involved, from employees and patrons to neighbors who live near nighttime businesses," said **Randall White, 24HourDallas' founder and president.** "With the launch of the Good Neighbor Initiative, Dallas has an opportunity to make a positive impact at both a local and national scale, as this program is extremely unique. While there have been similar approaches, no one has organized such a comprehensive grassroots initiative, especially one that is led by a nonprofit organization."

"We've learned that the most effective ways to tackle complex issues are through multifaceted, community-based partnerships," said **Camilla Guiguer, Director, Sustainability & Responsibility, Pernod Ricard North America**. "This is why we're excited about The Good Neighbor Initiative organized by 24HourDallas – it's a partnership with multiple stakeholders – including the police, city council, restaurant owners, bar owners, bar and restaurant staff, community leaders, cultural ambassadors and more—who all are committed to providing a safer night out."

"We all have a responsibility to make safe choices to protect ourselves, our families and our communities, and at Responsibility.org we aim to educate communities across the country to help make better choices when and if adults choose to drink," said **Darrin Grondel, vice president, government relations and traffic safety, Responsibility.org**. "We look forward to working with 24HourDallas and the Good Neighbor Initiative to help eliminate drunk driving, underage drinking, and to empower adults to make responsible choices in the Dallas community."

"From my previous role as a nightlife liaison, I understand how much work is needed to implement programs and policies that manage nightlife and entertainment areas in a safer way, and as a nightlife consultant, I know many other cities can benefit from the model we pioneered in Arlington, Virginia," said **Dimitrios Mastoras, Founding Partner of Safe Night LLC**. "Safe Night LLC has been a partner with 24HourDallas for over two years, and we are excited to work on such an important initiative with their talented team."

Taken together, the four community-focused elements of the Good Neighbor Initiative create an innovative program that mirrors pieces from various similar initiatives across the globe. Each piece will have individualized goals and timelines and will work with relevant members of Dallas' business, government, faith-based and nonprofit communities.

A SAFE NIGHT OUT
"A Safe Night Out" is a comprehensive nightlife management model that provides strategies to municipal agencies, business owners, trade associations, and the community to improve safety and build mutually beneficial relationships. The model utilizes a multi-component approach that incorporates a voluntary hospitality accreditation program that includes employee policies and multi-faceted training.

EVERY VOICE
The Every Voice program aims to create a thriving nighttime economy in Dallas that is more inclusive of all races, genders, sexual preferences and personal tastes. The program will be offered to nighttime businesses that wish to increase opportunities for all ethnicities, decrease scenarios of discrimination based on color, dress code, and music, and provide more exposure to diverse audiences with direct impact to revenue and sustainability.

SIDEWALK AMBASSADORS

Supported by many civic agencies and organizations, our Sidewalk Ambassadors program aspires to bring teams of friendly and approachable individuals -- including representatives from across Dallas' interfaith community -- to create a welcoming and safe environment in Dallas' entertainment districts.

COPPER STAR CERTIFICATION

The nexus of the Good Neighbor Initiative is a voluntary program called the Copper Star certification that recognizes evening and overnight operators in Dallas that are committed to improving the nighttime environment, and offering a better night out for residents and visitors. Businesses who work with 24HourDallas to meet program criteria will be given a copper star to display in their business. Applications for the certification program will open Jan. 3 and end Jan. 31. Operators will have until the middle of summer to work on verifying their program qualifications. For more information, operators should visit 24HourDallas.org.

###

About 24HourDallas

Founded in 2020, 24HourDallas is focused on creating a safe, inclusive, vibrant, and diverse nighttime culture for Dallas businesses, residents, and guests. Learn more at 24HourDallas.org.

About Pernod Ricard

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA., the world's second-largest spirits and wine company. Pernod Ricard employs approximately 19,000 people worldwide, is listed on Euronext (Ticker: RI) and is part of the CAC 40 index. The company's leading spirits include such prestigious brands as Absolut® Vodka, Avión® Tequila, Chivas Regal® Scotch Whisky, The Glenlivet® Single Malt Scotch Whisky, Jameson® Irish Whiskey, Kahlúa® Liqueur, Malibu®, Martell® Cognac, Olmeca Altos® Tequila , Beefeater® Gin, Del Maguey® Single Village Mezcal, Monkey 47® Gin, Plymouth® Gin, Seagram's® Extra Dry Gin, Malfy® Gin, Hiram Walker® Liqueurs, Midleton® Irish Whiskey, Powers® Irish Whiskey, Redbreast® Irish Whiskey, Aberlour® Single Malt Scotch Whisky; Lillet®; Smithworks® Vodka, Jefferson's® Bourbon, Smooth Ambler® Whiskey, Rabbit Hole® Whiskey, Pernod® and Ricard®; such superior wines as Jacob's Creek®, Kenwood® Vineyards, Campo Viejo® and Brancott Estate®; and such exquisite champagnes and

sparkling wines as Perrier-Jouët® Champagne, G.H. Mumm™ Champagne and Mumm Napa® sparkling wines.

Pernod Ricard USA is headquartered in New York, New York, and has more than 700 employees across the country. As "creators of conviviality," we are committed to sustainable and responsible business practices in service of our customers, consumers, employees and the planet. Pernod Ricard USA urges all adults to consume its products responsibly and has an active program to promote responsible drinking. For more information on this, please visit: www.responsibility.org.

About Responsibility.org
Responsibility.org is a national not-for-profit that aims to eliminate drunk driving and work with others to end all impaired driving, eliminate underage drinking, and empowers adults to make a lifetime of responsible alcohol choices as part of a balanced lifestyle. Responsibility.org is funded by the following distillers: Bacardi USA, Inc.; Beam Suntory Inc.; Brown-Forman; Campari Group; DIAGEO; Edrington, Mast-Jägermeister US, Inc.; Moët Hennessy USA; Ole Smoky, LLC; Pernod Ricard USA; and William Grant & Sons. For 30 years, Responsibility.org has transformed countless lives through programs that bring individuals, families, and communities together to inspire a lifetime of responsible alcohol choices. To learn more, please visit www.Responsibility.org.

About Safe Night LLC
Safe Night LLC, established in January, 2018, is a consulting firm that combines the expertise of a licensed professional counselor and a career law enforcement officer to provide solutions to increase safety and economic viability for communities. Safe Night LLC trains law enforcement agencies, including local and state enforcement agencies, including police, fire marshals, code enforcement, and public health inspectors. We have years of experience in law enforcement, public policy, and social services. For more information about Safe Night LLC and the Proactive Alliance relationship-based policing approach, visit Safe-Night.com.