



**FOR IMMEDIATE RELEASE**

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### **Dallas Nonprofit Now Accepting Applications for Copper Certification**

*24HourDallas' Good Neighbor Initiative launches 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, is currently accepting applications to its [Copper Star Certification Program](#) through Jan. 31.

Copper Stars aim to recognize and promote companies that are open between 6 PM and 6 AM as Copper Star Certified businesses. The Copper Stars displayed at businesses will signal that these businesses excel at internal operations, community relations, safety and well-being, and curb appeal. **Copper Star Certificate awardees also receive: a \$500 grant, increased status and greater exposure, and potentially lower liability and legal risks.**

24HourDallas' goals, as discussed in [this Dallas Morning News article](#), are to uplift Dallas' superstar organizations that are powering the Dallas nighttime economy and more proactively collaborate with city departments to better manage our nightlife as a whole.

Twenty nighttime businesses are currently signed up for 24HourDallas' Copper Star certification program. The businesses include: [3Eleven Kitchen and Cocktails](#), [Artstillery](#), [Ballet North Texas](#), [Beckley 1115](#), [Blade Craft Barber Academy](#), [Cafe Izmir](#), [Craft & Company Salon](#), [Chet's](#), [E Bar](#), [Grapevine Bar](#), [MoMo's Italian Kitchen](#), [Monica's Mex-Tex Cantina](#), [Muse Salon Dallas](#), [Omni Dallas Hotel](#), [One Eyed Penguin](#), [RJ Mexican Cuisine](#), [Thanks-Giving Foundation](#), [Three Links](#), [Toller Patio](#), and [Zalat Pizza](#).

24HourDallas is also encouraging members of the Dallas police, fire and rescue, public health, and code enforcement departments as well as the Texas Alcoholic Beverage Commission to attend a 4-day nightlife management training. The training is tentatively scheduled to take place April 11-14 from 8 a.m. to 4 p.m. at the Omni Dallas Hotel, 555 S Lamar St, Dallas, TX 75202.

In addition, **Randall White, 24HourDallas' founder and president, and Gary Sanchez, 24HourDallas Communications Chair**, will host an [informational Zoominar](#) on the Copper Star Certification program at 2 p.m. on Tuesday, Jan. 18. Nighttime industry (including hotels, retail, restaurants, bars, clubs, and other venues) and community leaders are welcome to attend to learn more about the Copper Star Program and ask questions.

24HourDallas recently unveiled its [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 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.

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 major spirits and wine producer. The firm [BT2](#) 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.

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 opened 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](http://24HourDallas.org).

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### **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](http://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," Pernod Ricard USA is 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](http://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 empower 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](http://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 state and local law enforcement agencies, including police, fire marshals, code enforcement, and public health inspectors. The firm has 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](http://Safe-Night.com).

Thank you,