



## **Soave Enterprises' CITY Beverage-Chicago Teams Up with Bob Anastas** *CITY Beverage-Chicago Teams up with Bob Anastas to provide "Check In To A Winning Life" to Teenagers and College Students.*

Detroit, MI ([PRWeb](#)) July 2008 (SOAVE ENTERPRISES) - CITY Beverage-Chicago recently presented a powerful program to Chicago area high schools and a Catholic University to help educate students on illegal underage drinking and drunk driving. Over the past two decades, Bob Anastas (the founder and former executive director of Students Against Driving Drunk - SADD) has risen to national prominence as a speaker, educator and author. Today, through his program, "Check In To A Winning Life" he brings a message of responsibility.

"Check In To A Winning Life" was presented to Gwendolyn Brooks College Preparatory, Hales Franciscan High School and Dominican University, a motivational message on how young people can develop responsible attitudes and make smart choices about the many challenges they face.

A former college All-American football and hockey player, Massachusetts high school teacher of the year and coach, Anastas faced a tragedy in the summer of 1981 that profoundly changed the course of his life. Within four days, two star athletes on his high school hockey team were killed in separate drunk driving crashes. Their deaths prompted Anastas to start a new health program for sophomores at the Massachusetts schools here he taught. From this concept was born SADD or Students Against Driving Drunk.

"Drinking illegally and driving drunk are just two forms of high-risk behavior students exhibit - two symptoms of a deeper cause," said Tanya Cohn, director of government affairs, consumer awareness and education at CITY Beverage-Chicago. "That cause is rooted in declining life skills of self-discipline, self-esteem, motivation, maturity and leadership."

The "Check In To A Winning Life" program covers these issues, motivating students, teachers and parents to broaden their understanding of risk-taking behavior and to forcefully address it.

"As parents who are active in our communities, CITY Beverage-Chicago and its employees are very aware of our responsibility to educate our city's youth about the consequences of illegal consumption of alcohol" continued Cohn. "We are proud to do our part in keeping the children of Chicago safe."

City Beverage-Chicago is an affiliate of Soave Enterprises which was founded by Anthony Soave. In 2006, Soave Enterprises ranked as the twelfth largest beer wholesaler in the country, and the sixth largest wholesaler in the Anheuser-Busch family.

Soave Enterprises is a diversified management and investment company founded by Detroit businessman Anthony L. Soave that provides strategic planning, financial and other management resources to its affiliated business ventures in the real estate, automotive retailing, beer distribution, scrap metal, industrial services and transportation industries, among others. For more information on Anthony Soave and Soave Enterprises, please visit [Soave.com](#).