

#SURVIVE Hosts a Car Wash to Fight Drunk Driving

Fort Wayne, IN — #SURVIVE (www.YourLifeIsTrending.org), the company Manchester College senior business students created to help fight against drunk driving with the Drug and Alcohol Consortium of Allen County, will be hosting car washes to support the cause. The car washes will be in the parking lot of the Drug and Alcohol Consortium of Allen County, 532 West Jefferson Boulevard, Ft. Wayne, IN 46802. They will be held on Monday, April 23rd from 4-8PM and Sunday, April 29th from 11AM-3PM. Each car wash comes with a #SURVIVE air freshener. All #SURVIVE products will be available for purchase.

Along with the car wash there will be a scene of a mock crash set up at the West Jefferson corner of the parking lot. The scene will be on display for the next week for passing drivers to see as a part of a guerilla marketing campaign to raise awareness of this important issue. The scene is intended to portray what a vehicle would look like after a drunk driving crash and will serve as a reminder to drivers of the consequences of drinking and driving.

For more information visit our website at www.yourlifeistrending.org.

###