



For more information:

Robert Ogle
Marketing Communications Manager
Smart Start, Inc.
500 E. Dallas Rd., #100
Grapevine, Texas 76051
(972) 352-1574

Smart Start Joins Responsibility.org Corporate Partner Program

Dallas, Texas (October 30, 2020) – Smart Start Inc. today joined the Responsibility.org Corporate Partner program as a founding partner at the Responsibility Champions level. As a Responsibility.org partner, Smart Start demonstrates our commitment to ending all impaired driving and empowering adults to make a lifetime of responsible alcohol choices.

Smart Start CEO Matthew T. Strausz reiterated the company's commitment to responsibility through the program.

"To date, Smart Start has helped over 1.3 million customers successfully complete their alcohol monitoring programs," Strausz said. "As a Responsibility.org Corporate Partner, we underscore our commitment to ending alcohol related traffic fatalities once and for all, and providing technologies encouraging change in alcohol-related behaviors. We are proud to join forces in pursuit of those missions."

Responsibility.org, principally funded by America's leading spirits producers, has been at the forefront of these issues for nearly 30 years. By becoming a Responsibility.org Corporate Partner, [Company] will contribute to supporting initiatives that, for example, educate teachers, parents, and students about the dangers of underage drinking ([Ask, Listen, Learn](#)), help keep our nation's roads safer from impaired drivers ([STOP High Risk Impaired Drivers](#)) and help Americans understand how a number of factors contribute to their individual Blood Alcohol Content (BAC) ([Virtual Bar](#)).

Responsibility.org CEO Chris Swonger welcomed Smart Start to the Corporate Partner Program.

"Smart Start's tools help make our society safer, and we welcome their exciting participation in our new Corporate Partner program," Swonger said.

"Responsibility.org's Corporate Partners play a critical role in building on the immense progress made in the first 29 years of our leadership designing and implementing effective programs that, for example, educate parents, teachers, and students about the dangers of underage

drinking ([Ask, Listen, Learn](#)) and bring together road safety, law enforcement, and treatment experts to identify and address the factors that put Americans at highest risk from impaired drivers ([STOP High Risk Impaired Driving](#)).

“But there is much more work to be done, and we look forward to working more closely with Smart Start, who shares our unwavering commitment and dedication to advancing alcohol responsibility.”

For more information on the Responsibility.org Corporate Partners Program, please visit <https://www.responsibility.org/corporate-partner-application/>.

About Smart Start

Based in the Dallas suburb of Grapevine, Texas, Smart Start is the acknowledged leader in alcohol monitoring nationally and worldwide with our advanced alcohol breath-testing technology. Smart Start's Ignition Interlock is a convenient, discreet solution for DUI offenders, while SmartMobile™ and BreathCheck™ portable alcohol monitoring devices provide the greatest benefit at the lowest cost to clients and monitoring authorities. Our SmartWeb™ online platform offers quick reporting and analysis for easy caseload management. Smart Start is Setting the Standard In Alcohol Monitoring Technology® with thousands of service locations across the U.S. and internationally, and a 24/7/365 multilingual Customer Care Center. For more information, visit smartstartinc.com.

About Responsibility.org

The Foundation for Advancing Alcohol Responsibility (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 U.S.A., Inc.; Beam Suntory Inc.; Brown-Forman; DIAGEO; Edrington, Mast-Jägermeister US, Inc.; Moët Hennessy USA; Ole Smoky LLC, and Pernod Ricard USA. For nearly 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 Responsibility.org.