

# WHAT IS A BUDDY?

## The Right Words

*(At the Right Time)*

*He knows a few jokes, can recite the starting lineup for the 1959 New York Yankees and occasionally manages good advice. But sometimes words aren't necessary . . . and he knows it.*

## A Good Listener

*He's not just going through the motions . . . what you think and how you feel are important to him.*

## Generosity

*Nobody would probably want it, but he really would give you the sweater off his back.*

## Strength

*Pushed to the wall, you might not back him in the college pub arm wrestling tournament. But in a difficult situation, it's nice to know he'll go to the mat for you.*

## A Helping Hand

*When he's around, you don't have to look for volunteers.*

## Responsibility

*Everyone has an idea of what the ideal buddy, or friend, would be like. But it actually boils down to just one thing — taking responsibility for each other. That's real friendship.*

*Please think about it the next time you and your friends are in a drinking situation. Even when you are having a good time, you have the obligation to be responsible for your own behavior, so that you don't endanger or embarrass others. And you have the responsibility to look out for your friends.*

*It means not getting behind the wheel when you've had too much to drink. Instead, call a friend for assistance in getting home. And it means not letting your friends drive when they've had too much of a good time.*

*During the next few weeks, Anheuser-Busch will be introducing a new program on your campus called the Buddy System.*

*We will be talking about using the telephone when you are faced with a potential drunk driving situation. And we will be giving you other suggestions on how to hold parties in a safe, responsible way. We urge you to make the Buddy System a part of your social life. After all, what good is a party without your friends?*



**A Program For  
Responsible Drinking From  
Anheuser-Busch**