



CECCONI'S

RADD[®], WITH PARTNER GREY GOOSE, TO HOST A SERIES OF EXCLUSIVE PRE-OSCARS PARTIES AT CECCONI'S WEST HOLLYWOOD

RADD[®], The Entertainment Industry's Voice for Road Safety, is to host a series of exclusive parties for Hollywood luminaries in the week leading up to this year's Academy Awards[®] on 22 February.

RADD is partnering with Cecconi's West Hollywood (part of the Soho House group) to create a series of unique events during its opening week. The activity is being supported by Grey Goose vodka as part of its commitment to responsible drinking.

To highlight RADD's cause, Grey Goose has created a bespoke non alcoholic cocktail called an *Ingénue*. Other unique alcoholic cocktails have been created especially for the event using no more than one and half ounces of alcohol per glass.

In addition, RADD will provide a Designated Driver service to take guests home after the party if needed

From 7pm - 2am on the 18th, 19th and 20th February, guests at Cecconi's West Hollywood will enjoy a collection of cocktails inspired by the glamour and prestige of Hollywood. Grey Goose mixologists will use some of the world's most luxurious ingredients and will offer the cocktails to VIP guests at their tables. Cecconi's West Hollywood will also create and serve a full menu of its signature Italian inspired food through the course of the events.

Supported by a roster of celebrities, the California based non-profit organisation RADD is a driving force behind creating positive attitudes towards road safety.

From **Paul McCartney** and **Aerosmith** through **ZZ Top** – including, Marc Anthony, Black Eyed Peas, Kenny Chesney, Carl Edwards, Melissa Etheridge, Flea of Red Hot Chili Peppers, Sammy Hagar, Sugarland, Faith Hill, Elton John, Josh Kelley, Matt Kenseth, Nick Lachey, Reba McEntire, John Mayer, Tim McGraw, Brian McKnight, KISS, John Ondrasik, Shaquille O'Neal, Simple Plan, Jaime Pressly, Justin Timberlake, Kate Voegele, Paul Walker, Ron Wood and 500 more celebrity messengers have served as RADD spokespeople, saying to their fans: "***Your lifestyle is your business. Don't take it on the road***"™

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NOTES TO EDITORS

RADD®

RADD®, 'The Entertainment Industry's Voice for Road Safety', is an internationally recognized non-profit organization that empowers celebrities and media partners and socially conscious supporters to create positive attitudes about road safety. Founded in 1986, RADD advocates the use of designated drivers, seatbelts and safe driving through control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental, hip and positive. RADD is a proud two-time recipient of the US Department of Transportation's prestigious Public Service Award.

www.radd.org

Soho House

Soho House was founded in 1995 as a private members' club for those in the film and media industries.

Sister clubs and restaurants include Babington House, a 32 bedroom hotel, private members club and Cowshed spa set in Somerset, The Electric Cinema, Club and Brasserie in London's Notting Hill, Soho House New York, a 24 bedroom hotel, private members club and spa; High Road House, Brasserie and Cowshed shop in Chiswick and lastly Shoreditch House which opened in June 2007 in East London over the top two floors and roof of a warehouse building.

Forthcoming projects include Cecconi's West Hollywood in February 2009, Dean Street Townhouse & Dining Room in September 2009 a 41 bedroom hotel and English dining room on the ground floor and Soho House Berlin planned to open in November 2009.

Restaurants include Cecconi's, Café Bohème and BKB.

www.sohohouse.com

Grey Goose vodka

Grey Goose vodka, the world's No.1 luxury vodka, is created with one goal - to be the world's best tasting vodka. Made in Cognac, France, home to the world's most respected experts in spirits making, *Grey Goose* vodka benefits from the region's rich history of creating luxury foods, wines and spirits. The maître de chai (cellar master) for *Grey Goose* vodka ensures that every element of its production is of the highest quality. He selects 100% of the finest French wheat, the same wheat used to create delicious French pastries, and employs an exclusive five-step distillation process to concentrate its exceptional flavour. Pure spring water naturally filtered through Champagne limestone is then blended with the spirit. *Grey Goose* vodka is lush, smooth and rounded and melts in the mouth with a long-lasting, satisfying finish.

www.greygoose.com