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ARIZONA CARDINALS RECOGNIZED AS ONE OF TOP 5 NFL TEAMS FOR DESIGNATED-DRIVER PROGRAM

GLENDALE, AZ (January 14, 2010) – The Arizona Cardinals set a franchise record this season, and it had nothing to do with play on the field. This record was set by the fans for pledging to be designated drivers and ensuring a safe ride home from the game for friends and family. Over 7,800 Cardinals fans pledged to be designated drivers at home games this season at University of Phoenix Stadium.

The 2009 Top 5 NFL teams for designated drivers are:

- Baltimore Ravens with 14,963 designated drivers
- New England Patriots with 13,040 designated drivers
- San Diego Chargers with 11,743 designated drivers
- Atlanta Falcons with 8,042 designated drivers
- Arizona Cardinals with 7,826 designated drivers

This season the Arizona Cardinals, University of Phoenix Stadium, Centerplate, Coca-Cola, Hensley Beverage Company, Anheuser-Busch, Arizona Governors Office of Highway Safety and TEAM Coalition came together to educate fans about the importance of using a designated driver, buckling up and demonstrating positive fan behavior. The message is simple: “Be a Good Sport, Be a Designated Driver.” The response from Cardinals fans was massive.

“Game day should be safe and enjoyable for our fans, both in the Stadium and as they travel home after the games,” said John Drum, vice president of Stadium Operations for the Cardinals. “We’re proud that so many of our fans have chosen to demonstrate responsible behavior.”

“As a part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously,” said George Wooten, executive vice president of Operations for Centerplate. “We’re proud to be a part of Responsibility Has Its Rewards, joining the TEAM Coalition to empower fans to make smarter, safer choices both inside and outside University of Phoenix Stadium.”

“If you plan on consuming alcohol, plan ahead and have a sober designated driver or schedule a taxi ride home before the game begins. If you drive hammered, you will get nailed,” said Alberto Gutier, director of the Arizona Governor’s Office of Highway Safety. “We commend the NFL, the Arizona Cardinals and all the Responsibility Has Its Rewards campaign partners for creating such a fantastic incentive for fans who make the responsible decision to not drink and drive.”

Cardinals fans who pledged to be designated drivers and demonstrate responsible behavior at any Cardinals game throughout the season received a complimentary soft drink and a chance to be selected as the Designated Driver for the Season. The randomly-selected Cardinals Designated



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Driver for the Season – Ginny Bargmann of Peoria, AZ – may receive the grand prize of the NFL Responsibility Has Its Rewards sweepstakes for designated drivers. If the Cardinals advance to Super Bowl XLIV at Sun Life Stadium in Miami, Fla. on Feb. 7, 2010, Ms. Bargmann will also attend the championship game.

Last year, Eric Mitzel, the Cardinals 2008 Designated Driver for the Season, enjoyed watching the Cardinals take on the Pittsburgh Steelers in Super Bowl XLIII, played on Sunday February 1, 2009 at Raymond James Stadium in Tampa, FL.

“Fans who pledge to be designated drivers are critical to the success of the Responsibility Has Its Rewards campaign,” said Jill Pepper, executive director of TEAM Coalition. “Teamwork is exactly what this campaign is all about, and through this program we are demonstrating that when everyone – including the fans – takes responsibility, everyone wins.”

“Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination,” said Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch. “We’re pleased to work with the Cardinals, TEAM and the other program partners to recognize fans who look out for each other and make a designated-driver part of their game plan. When it comes to preventing drunk driving, we’re all part of the team.”

The designated-driver program is just one component of the fan behavior initiatives offered by the Arizona Cardinals at University of Phoenix Stadium. Other components include:

- A [Fan Code of Conduct](#) posted in and around University of Phoenix Stadium
- Text messaging (text keyword "CARDS" followed by a <space> then issue and location to 41513) and phone hotline (623-433-7156) that empower fans to report disruptive behavior to security
- Certification of nearly 1,300 employees across every organization operating in University of Phoenix Stadium in effective alcohol management training
- Alcohol service policies including ID checks for all fans who look to be 35 and younger, no more than two alcoholic beverages per person per transaction, alcohol cut-off at the end of the third quarter

About TEAM Coalition

TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. TEAM’s members and supporters include the National Football League, Major League Baseball, Major League Soccer, the National Basketball Association, National Hockey League, National Collegiate Athletic Association, ARAMARK, Delaware North Companies Sportservice, Beer Institute, National Beer Wholesalers Association, MillerCoors, Live Nation, National Association of Broadcasters, Contemporary Services Corporation, Elite Show Services, International Association of Assembly Managers, and the National Highway Traffic Safety Administration. www.teamcoalition.org.