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SAN DIEGO CHARGERS RECOGNIZED AS ONE OF TOP 5 NFL TEAMS FOR DESIGNATED DRIVER PROGRAM

SAN DIEGO, Ca. (January 4, 2010) – The San Diego Chargers were recognized at Sunday’s game for setting a new record this season, and it had nothing to do with their play on the field.

A record of more than 10,000 fans in the stands at Qualcomm Stadium pledged to be designated drivers and ensure a safe ride home from the game for friends and family.



(l to r) Jill Pepper, executive director of TEAM Coalition; Jim Steeg, COO of the San Diego Chargers; Scott Marshall general manager of Centerplate at Qualcomm Stadium; Brooke Montgomery, regional manager of Responsibility for Anheuser-Busch and Chief Gary Dominguez of the California Highway Patrol

As part of a long-standing partnership, the San Diego Chargers, Qualcomm Stadium, Centerplate, Anheuser-Busch, California Highway Patrol 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.” The response from Chargers fans was massive.

“We want every game day to be safe and enjoyable for our fans, both in the Stadium and as they travel home after the games,” said Chargers Chief Operating Officer Jim Steeg. “We’re proud that so many of our fans have chosen to demonstrate responsible behavior.”

“There’s no excuse for operating a motor vehicle after you’ve been drinking,” said CHP Commissioner Joe Farrow. “Not only is it against the law, you’re putting your life and the lives of fellow motorists at risk every time you do. The best way to avoid becoming a statistic or spending the night in jail is to be responsible and make a plan ahead of time; designate a non-drinking driver.”

“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 Chargers, 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.”

“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 the Stadium.”



California Highway Patrol Officers Saul Brignoni and Tommy Strickland worked at one of four Designated-Driver locations at Qualcomm Stadium. Over 1,000 fans pledged to be designated drivers at the last home game of the season on Sunday January 3, 2010.

Chargers fans who pledged and demonstrate responsible behavior at any Chargers game throughout the season received a complimentary soft drink and a chance to be selected as the Designated Driver for the Game. Each week, the Designated Driver for the Game is recognized on the stadium video and receives a special prize from the Chargers.

At Sunday’s game, Jill Pepper, executive director of TEAM Coalition presented the award to the Chargers Chief Operating Officer Jim Steeg; Scott Marshall, general manager for Centerplate at Qualcomm Stadium; Chief Gary Dominguez of the California Highway Patrol and Brooke Montgomery from Anheuser-Busch, all accepting on behalf of the Chargers fans.

“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.”

The designated-driver program is just one component of the fan behavior initiatives offered by the San Diego Chargers at Qualcomm Stadium. Other components include:

- A Fan Code of Conduct posted in and around Qualcomm Stadium
- Text messaging (text “BOLTSFAN” + location + issue to 41513) empowers fans to report disruptive behavior to security
- Certification of nearly 1,100 employees across every organization operating in Qualcomm Stadium in effective alcohol management training
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages per person per transaction in the first half and only one alcoholic beverage per person in the third quarter, no alcohol service in the seating area (fans must go to the concession stands on the concourse to purchase alcohol) and 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.