

BEARS FANS DON'T LET FANS DRIVE DRUNK

"You Hold the Key – Never Drive Drunk"

Encourages Designated Drivers



CHICAGO BEARS

We want the game-day experience to continue to be safe and enjoyable for Bears fans while they enjoy Soldier Field and as they travel home after the games. We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity.

--- *Ted Phillips, president and CEO of the Chicago Bears*

ILLINOIS DEPARTMENT OF TRANSPORTATION

We want to congratulate the Bears and their fans and remind everyone that true football Fans Don't Let Fans Drive Drunk. If you plan on consuming alcohol, whether you are at the game or watching at a house party or sports bar, pass your keys to a sober, designated driver before the party begins. We commend all the Responsibility Has Its Rewards campaign partners for creating such a fantastic incentive for fans who make the responsible decision to designate a driver.

--- *Michael Stout, Director of the Division of Highway Safety for the Illinois Department of Transportation*

MILLERCOORS

MillerCoors has worked closely with professional sports teams like the Bears for more than two decades to encourage responsible consumption at sporting events, and to help prevent underage access to alcohol and drunk driving. We believe that with great beer, comes great responsibility and view our support of the Bears designated-driver program as an important complement to our overall responsibility initiatives.

--- *Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors*

DELAWARE NORTH COMPANIES SPORTSERVICE

Sobriety is no accident. That's why we work closely with the Bears to strongly promote and advocate that fans make responsible decisions when it comes to alcohol and to take appropriate action, including declining to serve them, when they do not. The designated-driver program is an important component of the alcohol management program at Soldier Field.

--- *Rick Abramson, president Delaware North Companies Sportservice*

TEAM COALITION

The success of the Responsibility Has Its Rewards campaign and this new initiative to communicate the 'Fans Don't Let Fans Drive Drunk' message on all beer cups in NFL stadiums, including Soldier Field, is a direct result of the commitment from the league, the teams and all the campaign partners. Teamwork is what this campaign is all about. We are demonstrating that when everyone – including the fans – takes responsibility, everyone wins.

--- *Jill Pepper, executive director of TEAM Coalition*

TEAM Coalition – an alliance of professional and collegiate sports, entertainment facilities, concessionaries, stadium service providers, the beer industry, broadcasters, traffic safety experts and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

For more information, please visit www.FansDontLetFansDriveDrunk.org.