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## BEARS FANS DON'T LET FANS DRIVE DRUNK

"You Hold the Key – Never Drive Drunk"  
Encourages Designated Drivers

Chicago, Ill. – (September 2009) As the 2009 Chicago Bears season gets underway, the Bears, Delaware North Companies Sportservice, MillerCoors, the Illinois Department of Transportation (IDOT) and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Bears fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" – will appear on the beer cups at Soldier Field this season as part of a league-wide effort involving all 32 NFL teams and 31 stadiums. The message is a reminder that creating a positive game day experience is everyone's responsibility, including the fans.

For the seventh consecutive season, Bears fans at Soldier Field who pledge to be designated drivers have a chance to follow the Bears to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season nearly 5,000 Bears fans pledged to stay sober and get their friends and family home safely from the games, and 140,000 fans across the league pledged to be designated drivers. This season the [goal for the Bears is 10,001 designated drivers](#) and [200,000 for the NFL](#). After two preseason games and the April 25<sup>th</sup> Draft Day Party (launch of the 10,001 goal), more than 1,100 Bears fans have pledged to be designated drivers.

To accomplish that lofty mark, the Bears and their partners are rewarding fans who pledge to be designated drivers at any of the eight fan services locations offering the "[You Hold the Key Never Drive Drunk](#)" [designated-driver program](#). Each designated driver receives a key which may unlock a special treasure chest of Chicago Bears-branded items. Those designated drivers who hold the keys that unlock the chest will win one of the prizes. And because every designated driver pledges to never drive drunk, they all receive a complimentary non-alcoholic beverage and a chance to be randomly-selected at the end of the regular season as the Bears Designated Driver for the Season. The Designated Drivers for the Season from the two teams competing in the Super Bowl receive trips to the Super Bowl, which will be played on Sunday, February 7, 2010 at Dolphin Stadium in Miami, FL, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"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," said Ted Phillips, president and CEO of the Chicago Bears. "We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity."

"We want to congratulate the Bears and their fans and remind everyone that true football Fans Don't Let Fans Drive Drunk," said Michael Stout, Director of the Division of Highway Safety for the Illinois Department of Transportation. "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."

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“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,” said Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors. “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.”

“Sobriety is no accident,” said Sportservice president Rick Abramson. “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.”

“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,” said Jill Pepper, executive director of TEAM Coalition. “Teamwork is what this campaign is all about. We are demonstrating that when everyone – including the fans – takes responsibility, everyone wins.”

Fortunately, football fans join millions of other Americans in doing the “ride thing.” According to a national survey by TNS Custom Research Inc., nearly two out of three adults – more than 137 million Americans – have been a designated driver or been driven home by one.

The designated-driver program is just one component of the fan behavior initiative offered by the Chicago Bears at Soldier Field. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “Bears” + location + issue to 41513) and phone hotline (312-235-7999 ) that empower fans to report disruptive behavior to security
- Certification of 200 employees across every organization operating in Soldier Field in effective alcohol management training
- Alcohol service policies including ID checks for all fans who look to be 30 and younger, no more than two alcoholic beverages per person per transaction at concession stands and one alcoholic beverage per person in the seats, alcohol cut-off at the end of the third quarter for day games and five minutes into the third quarter for night games

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](http://www.FansDontLetFansDriveDrunk.org).

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