

BILLS FANS DON'T LET FANS DRIVE DRUNK

"Be Loud! Be Proud! Be Considerate!" Encourages
Designated Drivers



BUFFALO BILLS

The game day experience is critically important to our fans' enjoyment of Buffalo Bills football at Ralph Wilson Stadium. We strongly support the designated-driver program and urge our fans to act responsibly.

--- *Russ Brandon, Buffalo Bills Chief Operating Officer/General Manager*

ANHEUSER-BUSCH

Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination. We're pleased to work with the Bills, 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.

--- *Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch*

DELAWARE NORTH COMPANIES SPORTSERVICE

Sobriety is no accident. That's why we work closely with the Bills 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 Ralph Wilson Stadium.

--- *Rick Abramson, president 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 Ralph Wilson Stadium, 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.

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