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BILLS FANS DON'T LET FANS DRIVE DRUNK

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

Buffalo, NY – As the 2009 Buffalo Bills season gets underway, the Bills, Delaware North Companies Sportservice, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Bills 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 Ralph Wilson Stadium this season as a reminder that creating a positive fan experience is everyone's responsibility, including the fans.

For the seventh consecutive season, Bills fans who pledge to be designated drivers at any of the Guest Services locations offering the "*Good Sport*" designated-driver program at the Ralph Wilson Stadium have a chance to follow the Bills to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season nearly 1,000 Bills fans pledged to stay sober and get their friends and family home safely from the games, and 140,000 fans pledged to be designated drivers across the league. This season the goal for the NFL is [200,000 designated drivers](#).

To increase awareness of and participation in their designated-driver program, the Bills have engaged the fans in their "*Be Loud! Be Proud! Be Considerate!*" initiative. In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, a [Public Service Announcement \(PSA\)](#) and [posters](#) around the stadium that feature fans highlight the importance of having a designated driver. Each fan that pledges to be a designated driver receives a complimentary non alcoholic beverage and a chance to be selected as the Bills Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game receives a Bills prize package.

After fans pledge to be designated drivers at Bills games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Bills Designated Drivers for the Season. The Designated Drivers for the Season from the two teams competing in the Super Bowl receive trips to the game, which will be played on Sunday February 7, 2010 at Dolphin Stadium, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"The game day experience is critically important to our fans' enjoyment of Buffalo Bills football at Ralph Wilson Stadium," said Buffalo Bills Chief Operating Officer/General Manager Russ Brandon. "We strongly support the designated-driver program and urge our fans to act responsibly."

"Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination," said Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch. "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."

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

“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,” 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 Buffalo Bills at Ralph Wilson Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “Bills” + location + issue to 78247) and phone hotline (716-312-8933) that empower fans to report disruptive behavior to security
- Certification of nearly 3,900 employees representing every organization operating in Ralph Wilson Stadium 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, 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 halftime

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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