

# BRONCOS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers



## DENVER BRONCOS

The Denver Broncos take the issue of alcohol management seriously. Game day should be safe and enjoyable for our fans, both at the game and as they travel home after the games. We're proud that so many of our fans have chosen to demonstrate responsible behavior and embrace the Good Sport designated-driver program.

--- *Andy Gorchov, Director of Stadium Operations for INVESCO Field at Mile High*

## CENTERPLATE

As a part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously. 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 INVESCO Field at Mile High.

--- *George Wooten, executive vice president of Operations for Centerplate*

## COLORADO DEPARTMENT OF TRANSPORTATION

We want to congratulate the Denver Broncos and their fans and remind everyone that true Broncos Fans Don't Let Fans Drive Drunk. We commend all the campaign partners for creating this incentive for fans who make the responsible decision to designate a sober driver.

--- *Pam Hutton, Governor's Representative for Highway Safety  
Colorado Department of Transportation*

## COLORADO STATE PATROL

If you plan on consuming alcohol whether you are at a game live or watching from a house party or sports bar, pass your keys to a designated driver before the party begins.

--- *James Wolfenbarger, Chief of the Colorado State Patrol*

## 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 Broncos, 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*

## 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 INVESCO Field at Mile High 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](http://www.FansDontLetFansDriveDrunk.org).

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