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BRONCOS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Denver, Colo. – With the 2009 Denver Broncos season underway, the Broncos, Centerplate, Anheuser-Busch, the Colorado Department of Transportation, Colorado State Patrol and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Broncos 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 INVESCO Field at Mile High 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, Broncos fans who pledge to be designated drivers at any Guest Services location offering the "*Good Sport*" designated-driver program at the INVESCO Field at Mile High have a chance to follow the Broncos to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season over 1,420 Broncos 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 and participation in their designated-driver program, the Broncos have engaged the fans to be "*Good Sports*". 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 Broncos Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced in the second half on the stadium video board. The winner receives a Broncos jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Broncos games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Broncos 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 in Miami, FL, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"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," said Andy Gorchov, Director of Stadium Operations for INVESCO Field at Mile High. "We're proud that so many of our fans have chosen to demonstrate responsible behavior and embrace the Good Sport designated-driver program."

"As a part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously," said George Wooten, executive vice president of Operations for Centerplate. "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."

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“We want to congratulate the Denver Broncos and their fans and remind everyone that true Broncos Fans Don’t Let Fans Drive Drunk,” said Pam Hutton, Governor’s Representative for Highway Safety with the Colorado Department of Transportation. “We commend all the campaign partners for creating this incentive for fans who make the responsible decision to designate a sober driver.” Colorado State Patrol chief James Wolfenbarger added “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.

“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 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.”

“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,” 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 Denver Broncos at INVESCO Field at Mile High. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (Text "RESPECT" & your message & your location to 78247) empowers fans to report disruptive behavior to security
- Certification of over 800 employees across every organization operating in INVESCO Field at Mile High
- 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, alcohol cut-off at the end of the third quarter for day 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.

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