

CARDINALS FANS DON'T LET FANS DRIVE DRUNK

"We Do This Together" Encourages Designated Drivers



ARIZONA CARDINALS

"Game day should be safe and enjoyable for our fans, both in the Stadium and as they travel home after the games. We're proud that so many of our fans have chosen to demonstrate responsible behavior."

--- John Drum, vice president of Stadium Operations for the Cardinals

ARIZONA GOVERNOR'S OFFICE OF HIGHWAY SAFETY

"We want to remind everyone that true football Fans Don't Let Fans Drive Drunk. If you plan on consuming alcohol, plan ahead and have a sober designated driver or a schedule a taxi ride home before the game begins. We commend the NFL, the Arizona Cardinals and all the Responsibility Has Its Rewards campaign partners for creating such a fantastic incentive for fans who make the responsible decision to not drink and drive."

--- Alberto Gutier, director of the Arizona Governor's Office of Highway Safety

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 Cardinals, 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."

--- Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch

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 University of Phoenix Stadium."

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

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 in NFL stadiums, including University of Phoenix 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.

###