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## CARDINALS FANS DON'T LET FANS DRIVE DRUNK

"We Do This Together" Encourages Designated Drivers

Glendale, Ariz. – As the Arizona Cardinals look to secure a position in the playoffs, the Cardinals, Centerplate, Anheuser-Busch, the Arizona Governor's Office of Highway Safety and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Cardinals fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" - appears on buttons worn by all Centerplate employees throughout University of Phoenix Stadium 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, Cardinals fans who pledge to be designated drivers at any of the six "*Good Sport*" designated-driver booths at the University of Phoenix Stadium have a chance to follow the Cardinals to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season nearly 7,000 Cardinals 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, Cardinals fans are featured in a [Public Service Announcement \(PSA\)](#) and [posters](#) around the stadium highlighting the importance of having a designated driver. Additionally, the designated-driver program is highlighted on Fan Code of Conduct cards that educate fans about their responsibilities on game day and how to help ensure a positive experience for all fans.

After fans pledge to be designated drivers at Cardinals games, they receive an email directing them to register on-line at [www.rhir.org](http://www.rhir.org) to be randomly-selected as the Cardinals 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](#).

Last year, Eric Mitzel, the Cardinals 2008 Designated Driver for the Season, enjoyed watching the Cardinals take on the Pittsburgh Steelers in Super Bowl XLIII, played on Sunday February 1, 2009 at Raymond James Stadium in Tampa, FL.

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

"We want to remind everyone that true football Fans Don't Let Fans Drive Drunk," said Alberto Gutier, director of the Arizona Governor's Office of Highway Safety. "If you plan on consuming alcohol, plan ahead and have a sober designated driver or 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."

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

“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 University of Phoenix 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 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,” 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 Arizona Cardinals at University of Phoenix Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text keyword "CARDS" followed by a <space> then issue and location to 41513) and phone hotline (623-433-7156) that empower fans to report disruptive behavior to security
- Certification of nearly 1,300 employees across every organization operating in University of Phoenix Stadium in effective alcohol management training
- Alcohol service policies including ID checks for all fans who look to be 35 and younger, no more than two alcoholic beverages per person per transaction, alcohol cut-off at the end of the third quarter

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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