

## FANS DON'T LET FANS DRIVE DRUNK

"Game Day the Right Way" encourages designated drivers



### SAN DIEGO CHARGERS

We want every game day to 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.

--- *Jim Steeg, Chargers Chief Operating Officer*

### CALIFORNIA OFFICE OF TRAFFIC SAFETY

We want to congratulate the Chargers and their fans and remind everyone that true football fans don't let fans drive drunk. If you plan on consuming alcohol, whether you are at the game or watching from a house party or sports bar, pass your keys to a sober designated driver before the party begins. We commend all the Responsibility Has Its Rewards campaign partners for creating a fantastic incentive for fans who make the responsible decision to designate a driver.

--- *Chris Murphy, director of the California Office of Traffic Safety*

### CALIFORNIA HIGHWAY PATROL

There's no excuse for operating a motor vehicle after you've been drinking," said. "Not only is it against the law, you're putting your life and the lives of fellow motorists at risk every time you do. The best way to avoid becoming a statistic or spending the night in jail is to be responsible and make a plan ahead of time; designate a non-drinking driver."

--- *Joe Farrow, CHP Commissioner*

### 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 Chargers, 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*

### 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 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 on all beer cups in NFL stadiums, including Qualcomm 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](http://www.FansDontLetFansDriveDrunk.org).