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## FANS DON'T LET FANS DRIVE DRUNK

"Game Day the Right Way" encourages designated drivers

San Diego, Calif. – Now that the 2009 San Diego Chargers season is underway, the Chargers, Centerplate, Anheuser-Busch, the California Office of Traffic Safety, California Highway Patrol and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Chargers fans to have a designated driver in order to prevent drunk driving.

The message – "*Fans Don't Let Fans Drive Drunk*" - appears on the beer cups at Qualcomm 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, Chargers fans who pledge to be designated drivers at any of the six "*Good Sport*" designated-driver booths at the Qualcomm Stadium have a chance to follow the Chargers to the Super Bowl through the "Responsibility Has Its Rewards" sweepstakes. Last season 8,000 Chargers 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 Chargers have engaged the fans in their "*Game Day the Right Way*" initiative. 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 Chargers 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 collection of Chargers merchandise co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Chargers 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 Chargers 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, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"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," said Chargers Chief Operating Officer Jim Steeg. "We're proud that so many of our fans have chosen to demonstrate responsible behavior."

"We want to congratulate the Chargers and their fans and remind everyone that true football fans don't let fans drive drunk," said Chris Murphy, director of the California Office of Traffic Safety. "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 such a fantastic incentive for fans who make the responsible decision to designate a driver."

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“There’s no excuse for operating a motor vehicle after you’ve been drinking,” said CHP Commissioner Joe Farrow. “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.”

“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 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.”

“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 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 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,” 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 San Diego Chargers at Qualcomm Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “BOLTSFAN” + location + issue to 41513) empowers fans to report disruptive behavior to security
- Certification of over 270 employees across every organization operating in Qualcomm Stadium in effective alcohol management training
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages per person per transaction in the first half and only one alcoholic beverage per person in the third quarter, no alcohol service in the seating area (fans must go to the concession stands on the concourse to purchase alcohol) and 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).