

CHIEFS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers



KANSAS CITY CHIEFS

We want the game-day experience to continue to be safe and enjoyable for Chiefs fans at Arrowhead Stadium and as they travel home after the games. We're proud of our fans' commitment to responsible behavior and thrilled to be part of this program.

--- *Mark Donovan, Chiefs Executive Vice President and Chief Operating Officer*

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 Chiefs, 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 Arrowhead Stadium.

--- *George Wooten, Executive Vice President of Operations for Centerplate*

LEVY RESTAURANTS

We're pleased to see such great fan involvement with the program and committed to providing support throughout our operations. Collectively, Levy Restaurants together with TEAM and the Kansas City Chiefs will continue to focus on providing responsible alcohol service and helping to create a fan friendly environment.

--- *Robert Wood regional vice president with Levy Restaurants*

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 Arrowhead 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.

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