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CHIEFS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Kansas City, MO – As the 2009 Kansas City Chiefs season gets underway, the Chiefs, Centerplate, Levy Restaurants, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Chiefs fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" - will appear on the beer cups at Arrowhead 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, fans who pledge to be designated drivers have a chance to follow the Chiefs to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 140,000 NFL fans pledged to be designated drivers. This season the goal for the NFL is [200,000 designated drivers](#).

In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, the "*Good Sport*" designated-driver program is offered to fans at all 14 Fans First Customer Relations Booths on the lower and upper levels and concierge desks on the club level at Arrowhead Stadium. Each fan that pledges to not drink alcohol and ensure a safe ride home for their friends and family receives a complimentary non alcoholic beverage and a chance to be selected as the Chiefs Designated Driver for the Game and the Designated Driver for the Season. The two randomly-selected Designated Drivers for the Game are announced during the second half on the stadium video board. The winners receive a Chiefs jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Chiefs games, they receive an email directing them to register on-line at www.rhir.org to be randomly selected as the Chiefs 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 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," said Chiefs Executive Vice President and Chief Operating Officer Mark Donovan. "We're proud of our fans' commitment to responsible behavior and thrilled to be part of this program."

"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 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."

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“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 Arrowhead Stadium.”

“We’re pleased to see such great fan involvement with the program and committed to providing support throughout our operations,” said Robert Wood regional vice president with Levy Restaurants. “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.”

“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,” 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 Kansas City Chiefs at Arrowhead Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging is an additional line of communication on day of game to report fan conduct or stadium issues (text “Chiefs” <space> Message to 41513)
- Alcohol service policies including ID checks for fans who appear to be 35 years of age or younger, no more than two alcoholic beverages per person per transaction and alcohol cut-off at the end of the third quarter in the lower and upper levels

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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