

COLTS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers



INDIANAPOLIS COLTS

We want the game-day experience to continue to be safe and enjoyable for Colts fans while they enjoy the Lucas Oil Stadium and as they travel home after the games. We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity.

--- *Pete Ward, senior executive vice president for the Colts*

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 Colts, 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.

--- *Kathy Casso, 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 Lucas Oil 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 the Lucas Oil 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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