

COWBOYS FANS DON'T LET FANS DRIVE DRUNK

“You Hold the Key Never Drive Drunk” Encourages Designated Drivers



DALLAS COWBOYS

The game day experience is critically important to the Cowboys and our fans. We want all of our fans to enjoy the game, and if they are drinking alcohol, to be responsible and make arrangements to get home safely. We strongly support the designated-driver program.

--- Jerry Jones, Jr., Dallas Cowboys Executive Vice President
and Chief Sales and Marketing Officer

MILLERCOORS

MillerCoors has worked closely with professional sports teams like the Cowboys for more than two decades to encourage responsible consumption at sporting events, and to help prevent underage access to alcohol and drunk driving. We believe that with great beer, comes great responsibility and view our support of the Cowboys designated-driver program as an important complement to our overall responsibility initiatives.

--- Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors

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 Cowboys 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.

###