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CONTACT: Jill Pepper, (202) 669-0357, jill@teamcoalition.org

DOLPHINS FANS DON'T LET FANS DRIVE DRUNK

Miami, FL – With the 2009 Miami Dolphins season underway, the Dolphins, Boston Culinary Group and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Dolphins 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 Land Shark 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, Dolphins fans who pledge to be designated drivers have a chance to follow the Dolphins to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season nearly 2,000 Dolphins fans pledged to be designated drivers, and 140,000 fans pledged across the league. With two preseason and three regular season games played, over 2,700 Dolphins fans have pledged to be designated drivers. This season the goal for the NFL is [200,000 designated drivers](#).

Every fan who pledges to be a designated driver at Dolphins games has a chance to be randomly selected as the Dolphins 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 Dolphins fans while they enjoy Land Shark Stadium and as they travel home after the games,” said Bruce Schulze, Land Shark Stadium President. “The stadium, the Dolphins and Boston Culinary Group are pleased to help spread the word about the designated-driver program and the message that ‘Fans Don't Let Fans Drive Drunk,’” added Schulze.

“We work closely with our clients to ensure fans make responsible decisions when it comes to alcohol,” said Boston Culinary Group President Joe Armstrong. “The designated-driver program is an important component of the alcohol management program at Land Shark 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 Land Shark 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.

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The designated-driver program is just one component of the fan behavior initiative offered by the Miami Dolphins at Land Shark Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging and phone hotline (instructions available in-stadium) empower fans to report disruptive behavior to security
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages per person per transaction and alcohol service 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.

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