

FALCONS FANS DON'T LET FANS DRIVE DRUNK

Fan Behavior Initiative Focuses on Designated Drivers



GEORGIA DOME

We want the game-day experience to continue to be safe and enjoyable for Falcons fans while they enjoy Georgia Dome 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.

--- *Carl Adkins, general manager for the Georgia Dome*

TEAM GEORGIA

Since TEAM Georgia began offering the designated-driver program at the Georgia Dome and all the other sports venues in Atlanta, more than 214,000 fans have pledged to stay sober and get their friends and family home from the game safely. We're pleased to work with the Falcons, TEAM Coalition and the other partners to bring greater awareness to this important program and encourage more fans to pledge to be designated drivers.

--- *Ron D. Fennel, Chairman of TEAM Georgia*

LEVY RESTAURANTS

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

--- *Cindy van Rensburg, 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 Georgia Dome, 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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