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

## FALCONS FANS DON'T LET FANS DRIVE DRUNK

### Fan Behavior Initiative Focuses on Designated Drivers

Atlanta, GA – With the 2009 Atlanta Falcons season underway, the Falcons, Levy Restaurants, Contemporary Services Corporation, TEAM Georgia and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Falcons 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 the Georgia Dome 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, Falcons fans who pledge to be designated drivers have a chance to follow the Falcons to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season over 6,900 Falcons fans pledged to be designated drivers, and 140,000 fans pledged across the league. 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 Falcons and TEAM Georgia offer the designated-driver program at multiple locations at the Georgia Dome. 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 Falcons Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced in the second half on the stadium video board.

At the end of the regular season, one fan will be randomly selected as the Falcons Designated Driver 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 Falcons fans while they enjoy Georgia Dome and as they travel home after the games,” said Carl Adkins, general manager for the Georgia Dome. “We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity.”

“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,” said Ron D. Fennel, Chairman of TEAM Georgia. “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.”

“We're pleased to see such great fan involvement with the program and we are committed to providing support throughout our operations,” said Cindy van Rensburg, regional vice president with Levy Restaurants. “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.”

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“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,” 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 Atlanta Falcons at the Georgia Dome. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “DOME” + message to 78247) and phone hotline (404-223-8850) empower fans to report disruptive behavior to security
- Certification of nearly 600 employees representing every organization operating in the Georgia Dome in effective alcohol management training
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages per person per transaction and alcohol 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](http://www.FansDontLetFansDriveDrunk.org).

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