

GIANTS AND JETS FANS DON'T LET FANS DRIVE DRUNK



NEW YORK GIANTS

The New York Giants take the issue of alcohol management seriously and we are happy to help spread the word about the designated-driver program and the message that 'Fans Don't Let Fans Drive Drunk.'

--- John Mara, Giants President & CEO

NEW YORK JETS

We want the game-day experience to continue to be safe and enjoyable for Jets fans while they enjoy Giants 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.

--- Woody Johnson, chairman and CEO of the New York Jets

NEW JERSEY SPORTS AND EXPOSITION AUTHORITY

We are proud to participate in a program that furthers our goal of a family friendly environment for the millions of patrons of the Meadowlands Sports Complex. Offering fans the designated-driver program is one of the many initiatives we have taken in conjunction with the New York Giants and New York Jets and the results have been outstanding.

--- Dennis Robinson, President and CEO of NJSEA

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 Giants and the Jets, 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

MILLERCOORS

MillerCoors has worked closely with professional sports teams and facilities like Giants Stadium 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 designated-driver program at Giants Stadium as an important complement to our overall responsibility initiatives.

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

ARAMARK

As a founding member of TEAM Coalition, ARAMARK understands the importance of working closely with our clients and partners to ensure that fans have a great experience, an important part of which is the responsible consumption of alcoholic beverages. We remain fully committed to those we serve and the designated-driver program is an important component of the alcohol management program at Giants Stadium.

--- Marc Bruno, president of ARAMARK Sports, Entertainment and Conventions

TEAM COALITION

The success of the Responsibility Has Its Rewards campaign and this new program to add the 'Fans Don't Let Fans Drive Drunk' message on all beer cups in NFL stadiums, including Giants 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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