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## GIANTS AND JETS FANS DON'T LET FANS DRIVE DRUNK

East Rutherford, NJ – With the 2009 New York Giants and the New York Jets seasons underway, the teams along with ARAMARK, the New Jersey Sports and Exposition Authority (NJSEA) Anheuser-Busch, MillerCoors and Techniques for Effective Alcohol Management (TEAM) Coalition ask all 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 Giants Stadium this season as part of a league-wide effort involving all 32 NFL teams and 31 stadiums. The message is a reminder that a positive game day experience is everyone's responsibility, including the fans.

For the seventh consecutive season, fans who pledge to be designated drivers have a chance to follow either the Giants or the Jets to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 4,530 Giants fans and 4,300 Jets 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, there are four designated-driver program locations at Giants Stadium. 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 either the Giants or the Jets Designated Driver for the Season.

After fans pledge to be designated drivers Giants Stadium, they receive an email directing them to register on-line at [www.rhir.org](http://www.rhir.org) to be randomly selected as either the Giants or the Jets 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](#).

“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,’” said John Mara, Giants President & CEO.

“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,” said Woody Johnson, chairman and CEO of the New York Jets. “We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity.”

“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,” stated NJSEA President and CEO Dennis Robinson. “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.”

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“Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination,” said Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch. “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.”

“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,” said Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors. “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.”

“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,” said Marc Bruno, president of ARAMARK Sports, Entertainment and Conventions. “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.”

“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,” 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 New York Giants and Jets at Giants Stadium. Other components include:

- [Giants Fan Code of Conduct](#)
- [Jets Fan Code of Conduct](#)
- Text messaging (text “NJSEA” + Message to 78247) empowers fans to report disruptive behavior to security
- Certification of nearly 2,000 employees across every organization operating in Giants Stadium in effective alcohol management training
- The Giants, the Jets, and NJSEA all received “Hall of Fame” training awards from TEAM Coalition for certifying senior management in TEAM’s alcohol training program
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages served per person per transaction, no alcohol service in the seating area (fans must go to the concession stands on the concourse to purchase alcohol) and alcohol cut-off at the beginning 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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