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JAGUARS FANS DON'T LET FANS DRIVE DRUNK **"Good Sport" Encourages Designated Drivers**

Jacksonville, FL – Now that the 2009 Jacksonville Jaguars season is underway, the Jaguars, Levy Restaurants, Ovations, Anheuser-Busch, the Florida Department of Transportation and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Jaguars fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" - will appear on the beer cups at Jacksonville Municipal 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, Jaguars fans who pledge to be designated drivers at any of the seven "*Good Sport*" designated-driver booths at Jacksonville Municipal Stadium have a chance to follow the Jaguars to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 6,250 Jaguars fans pledged to stay sober and get their friends and family home safely from the games, and 140,000 fans pledged to be designated drivers 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 Jaguars have seven locations for the "*Good Sport*" designated-driver program. 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 Jaguars Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced during the second half on the stadium video board. The winner receives a Jaguars jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Jaguars games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Jaguars 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 Land Shark 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 Jaguars fans while they enjoy Jacksonville Municipal Stadium and as they travel home after the games," said Jaguars Sr. Vice President/Stadium Operations Bill Prescott. "We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity."

"We want to congratulate the Jaguars and their fans and remind everyone that true football *Fans Don't Let Fans Drive Drunk*," said Randall Smith, Traffic Safety Administrator of the Florida Department of Transportation. "If you plan on consuming alcohol whether you are at the game or watching from a house party or sports bar, pass your keys to a sober, designated driver before the party begins. We commend all the *Responsibility Has Its Rewards* campaign partners for creating such a fantastic incentive for fans who make the responsible decision to designate a driver."

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“Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination,” said Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch. “We’re pleased to work with the Jaguars, 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.”

“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 Jaguars, will continue to focus on providing responsible alcohol service and helping to create a fan friendly environment.”

“We work closely with our clients to ensure fans make responsible decisions when it comes to alcohol.” said Ovation’s President, Kenneth J. Young. “The designated driver program is an important component of the alcohol management program at Jacksonville Municipal 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 Jacksonville Municipal 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 Jacksonville Jaguars at Jacksonville Municipal Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “ASSIST” + Message to 58154) empowers 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 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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