

LIONS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers



DETROIT LIONS

We want the game-day experience to continue to be safe and enjoyable for Lions fans while they enjoy Ford Field 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.

--- *Tom Lewand, the Detroit Lions President*

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 Lions, 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*

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

We want to remind everyone that true Lions Fans Don't Let Fans Drive Drunk. 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.

--- *Michael Prince, director of the Michigan Office of Highway Safety Planning*

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 Detroit Lions, will continue to focus on providing responsible alcohol service and helping to create a fan friendly environment.

--- *Robert Wood 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 Ford Field, 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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