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LIONS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Detroit, Mich. – With the 2009 Detroit Lions season underway, the Lions, Levy Restaurants, Anheuser-Busch, the Michigan Office of Highway Safety Planning and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Lions 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 Ford Field 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, Lions fans who pledge to be designated drivers have a chance to sign up for the Responsibility Has Its Rewards sweepstakes. Last season 7,600 Lions fans pledged to be designated drivers (one of the top five totals in the NFL), and 140,000 fans pledged across the league. This season the goal for the NFL is [200,000 designated drivers](#).

To increase awareness of and participation in their designated-driver program, the Lions engage fans in their "*Good Sport*" program. In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, a [Public Service Announcement \(PSA\)](#) along with banners and [posters](#) around the stadium that feature fans highlight the importance of having a designated driver. Each fan that pledges to be a designated driver at the Guest Services locations, offering the "*Good Sport*" designated-driver program receives a complimentary non alcoholic beverage and a chance to be selected as the Lions 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 Lions jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Lions games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Lions 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](#).

"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," said Tom Lewand, the Detroit Lions President. "We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity."

"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 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."

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“We want to remind everyone that true Lions Fans Don’t Let Fans Drive Drunk,” said Michael Prince, director of the Michigan Office of Highway Safety Planning. “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.”

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

“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,” 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 Detroit Lions at Ford Field. Other components include:

- [Guest Code of Conduct](#)
- Text messaging (text “LIONS” + Message to 78247) empowers fans to report disruptive behavior to security
- Certification of nearly 400 Ford Field & Levy employees in effective alcohol management training
- Alcohol service policies including ID checks for all fans who look to be 30 and younger, 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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