



## FANS DON'T LET FANS DRIVE DRUNK

### NFL's Fan Behavior Initiative Focuses on Designated Drivers

#### NATIONAL FOOTBALL LEAGUE

The game day experience is critically important to the NFL, our clubs and fans. We want all of our fans to enjoy the game, and if they are drinking alcohol, to be responsible and make arrangements to get home safely. We strongly support the designated-driver program.

--- *Roger Goodell, NFL Commissioner*

#### NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Football is one of America's favorite pastimes, but fans can get themselves in a serious slump if they don't plan ahead. Whether you're at the game or watching from a sports bar or a friend's house, designate a sober driver before the game. And remember, Fans Don't Let Fans Drive Drunk.

--- *David Strickland, Administrator for the National Highway Traffic Safety Administration*

#### BEER INSTITUTE

This program underscores the fact that promoting responsible drinking is not just the responsibility of one group. By working together, sports leagues, concessionaires, brewers, and others can implement successful alcohol awareness programs through TEAM Coalition.

--- *Liz Tobin, senior director of External Affairs for the Beer Institute*

#### NATIONAL BEER WHOLESALERS ASSOCIATION

When alcohol is abused, everyone loses. That's why America's beer distributors are committed to promoting responsible drinking in markets across the country – to keep communities, roads and fans safe. As the newest member of TEAM Coalition, we are proud to support this unique messaging effort and remind fans to participate in the designated-driver program.

--- *Craig Purser, president of the National Beer Wholesalers Association*

#### NATIONAL ASSOCIATION OF BROADCASTERS

By providing new and creative ways to communicate that message of responsibility, TEAM Coalition enables America's local broadcasters to encourage all fans to create a safe and family-friendly environment at sporting and entertainment facilities in their communities.

--- *Dennis Wharton, executive vice president of Communications for the National Association of Broadcasters*

#### 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 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, concessionaires, 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.TeamCoalition.org](http://www.TeamCoalition.org) or [www.FansDontLetFansDriveDrunk.org](http://www.FansDontLetFansDriveDrunk.org).