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## FANS DON'T LET FANS DRIVE DRUNK

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

New York, NY – As the 2009 NFL season gets underway, the National Football League (NFL), all 32 teams, concessionaire partners, local beer distributors, the nation's largest brewers, broadcasters, law enforcement agencies, traffic safety experts including the National Highway Traffic Safety Administration (NHTSA) and Techniques for Effective Alcohol Management (TEAM) Coalition ask all NFL fans to have a designated driver in order to prevent drunk driving. The message **"Fans Don't Let Fans Drive Drunk"** will appear on all beer cups in all 31 NFL stadiums this season as a reminder that creating a positive fan experience is everyone's responsibility, including the fans.

For the seventh consecutive season, NFL fans who pledge to be designated drivers at the stadiums have a chance to follow their favorite team to the Super Bowl as part of the Responsibility Has Its Rewards sweepstakes. Last season 140,000 NFL fans pledged to stay sober and get their friends and family home safely from the games. This season the goal is to obtain pledges from 200,000 designated drivers at games league-wide. To accomplish that lofty mark, the NFL is promoting the designated driver message heavily through in-stadium messaging, the Web site [www.FansDontLetFansDriveDrunk.org](http://www.FansDontLetFansDriveDrunk.org) and the NFL Network.

"The game day experience is critically important to the NFL, our clubs and fans," said NFL Commissioner Roger Goodell. "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."

"Whether you catch the game at the stadium or while sitting at a local pub - *Fans Don't Let Fans Drive Drunk*," said Ron Medford, Acting Deputy Administrator for the National Highway Traffic Safety Administration. "If you plan on consuming alcohol, plan ahead and have a sober designated driver, use public transportation or schedule a taxi ride home before the game begins."

"This program shows how the NFL, TEAM Coalition, the concessionaires, and brewers can all work together to implement successful awareness programs," added Jeff Becker, president, Beer Institute. "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," said Craig Purser, president of the National Beer Wholesalers Association. "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."

Michelle Lehman, executive vice president of Marketing and Communications for the National Association of Broadcasters explained, "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."

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“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,” 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 launched by the NFL. Other components include:

- Fan Codes of Conduct, established and promoted by all 32 teams, that clearly state the appropriate expectation of fan behavior and the negative consequences for violating the code
- Text messaging and phone hotlines that empower fans to report disruptive behavior to security
- League-wide, more than 50,000 stadium employees are certified in TEAM’s effective alcohol management training
- Alcohol service policies allow stadium operators and concessionaires to provide a safe service of alcohol and better control consumption

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.TEAMCoalition.org](http://www.TEAMCoalition.org) or [www.FansDontLetFansDriveDrunk.org](http://www.FansDontLetFansDriveDrunk.org).

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