

# PACKERS FANS DON'T LET FANS DRIVE DRUNK

"Be the Ultimate Team Player" Encourages Designated Drivers



## GREEN BAY PACKERS

The game day experience is critically important to the Packers and our 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.

--- *Mark Murphy, Green Bay Packers President and Chief Executive Officer*

## WISCONSIN STATE PATROL

We want to congratulate the Packers and their fans and remind everyone that true football 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.

--- *David Collins, superintendent of the Wisconsin State Patrol*

## MILLERCOORS

MillerCoors has worked closely with professional sports teams like the Packers for more than two decades to encourage responsible consumption at sporting events, and to help prevent underage access to alcohol and drunk driving. We believe that with great beer, comes great responsibility and view our support of the Packers designated-driver program as an important complement to our overall responsibility initiatives.

--- *Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors*

## 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 Green Bay Packers, 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 Lambeau 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](http://www.FansDontLetFansDriveDrunk.org).

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