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## PACKERS FANS DON'T LET FANS DRIVE DRUNK

"Be the Ultimate Team Player" Encourages Designated Drivers

Green Bay, Wis. – (October 2009) As the 2009 Green Bay Packers season continues, the Packers, Levy Restaurants, MillerCoors, the Wisconsin Department of Transportation (Wis DOT) and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Packers fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" - will appear on the beer cups at Lambeau 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, Packers fans who pledge to be designated drivers at the Lambeau Field have a chance to follow the Packers to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 1,630 Packers fans pledged to stay sober and get their friends and family home safely from the games, and 140,000 fans pledged to be designated drivers 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 Packers have engaged the fans in their "*Ultimate Team Player*" initiative. In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, a [Public Service Announcement \(PSA\)](#) that features fans will highlight the importance of having a designated driver. Each fan that pledges to be a designated driver at one of the four "*You Hold the Key Never Drive Drunk*" designated-driver program booths receives a complimentary non-alcoholic beverage and a chance to be selected as the Packers' "Ultimate Team Player" for the game and the Designated Driver for the Season. The randomly selected "Ultimate Team Player" for the game is announced during the second half on Lambeau Field's TundraVision video board and receives a special gift.

At the end of the regular season, one fan will be randomly selected as the Packers' Designated Driver for the Season. The Designated Drivers for the Season from the two teams competing in the Super Bowl receive trips to the Super Bowl, which will be played on Sunday February 7, 2010, at Dolphin Stadium in Miami, Fla., as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"The game day experience is critically important to the Packers and our fans," said Green Bay Packers President and Chief Executive Officer Mark Murphy. "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."

"We want to congratulate the Packers and their fans and remind everyone that true football Fans Don't Let Fans Drive Drunk," said David Collins, superintendent of the Wisconsin State Patrol. "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."

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“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,” said Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors. “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.”

“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 Green Bay Packers, 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 Lambeau 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 Green Bay Packers at Lambeau Field. Other components include:

- [Fan Code of Conduct](#)
- Text messaging that empowers fans to report disruptive behavior to security
- Certification of 366 employees at Lambeau Field 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](http://www.FansDontLetFansDriveDrunk.org).

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