

# PANTHERS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers



## CAROLINA PANTHERS

We want the game-day experience to continue to be safe and enjoyable for Panthers fans while they enjoy Bank of America Stadium and as they travel home after the games. We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity.

--- *Danny Morrison president of the Carolina Panthers*

It's our goal to ensure that fans act responsibly when it comes to alcohol. This designated-driver program plays a big role in alcohol management at Bank of America Stadium.

--- *Todd Smoots, Bank of America Stadium executive director of Food and Beverage*

## ANHEUSER-BUSCH

Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination. We're pleased to work with the Panthers, 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.

--- *Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch*

## 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 Bank of America Stadium, 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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