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PANTHERS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Charlotte, NC – Now that the 2009 Carolina Panthers season is underway, the Panthers, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Panthers fans to have a designated driver in order to prevent drunk driving. The message – "*Fans Don't Let Fans Drive Drunk*" - appears on the beer cups and vendors' smocks at Bank of America Stadium 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, Panthers fans who pledge to be designated drivers have a chance to follow the Panthers to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 673 Panthers fans pledged to be designated drivers, and 140,000 fans pledged across the league. This season the goal for the NFL is [200,000 designated drivers](#).

In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, the Panthers are offering three locations of the "*Good Sport*" designated-driver program at Bank of America Stadium. Each fan that pledges to not drink alcohol and ensure a safe ride home for their friends and family receives a coupon for a discount at the Panthers Team Store and a chance to be selected as the Panthers Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced during the second half on the stadium video board. The winner receives a Panthers jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Panthers games, they receive an email directing them to register on-line at www.rhir.org to be randomly selected as the Panthers Designated Drivers for the Season. The Designated Drivers for the Season from the two teams competing in the Super Bowl receive trips to the game, which will be played on Sunday February 7, 2010 at Dolphin Stadium, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"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," said Panthers president Danny Morrison. "We're proud of our fans' commitment to responsible behavior and thrilled to reward them with such a great opportunity."

"Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination," said Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch. "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."

"It's our goal to ensure that fans act responsibly when it comes to alcohol," said Bank of America Stadium Executive Director of Food and Beverage Todd Smoots. "This designated-driver program plays a big role in alcohol management at Bank of America Stadium."

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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, including Bank of America Stadium, 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 Carolina Panthers at Bank of America Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “FAN” + your message to 78247) empowers fans to report disruptive behavior to security
- Certification of 90 employees representing every organization operating in Bank of America Stadium in effective alcohol management training
- Alcohol service policies including ID checks for all fans, 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.

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