

PATRIOTS FANS DON'T LET FANS DRIVE DRUNK

"Be a HERO — Be a Designated Driver" Encourages
Designated Drivers



NEW ENGLAND PATRIOTS

Patriots games should always be a fun and safe environment for our fans, whether inside the stadium or driving home afterward. We hope our fans will embrace this program throughout the season because safety is a priority.

--- *Jim Nolan, New England Patriots Vice President of Operations*

It's our goal to ensure that fans act responsibly when it comes to alcohol. We are proud to team up with the HERO Campaign and TEAM Coalition for this program.

--- *David Wheeler, Gillette Stadium Executive Director of Food and Beverage*

THE HERO CAMPAIGN

The HERO Campaign is proud to be associated with the New England Patriots, Gillette Stadium and our partners in promoting the use of designated drivers in memory of our son John," said Bill Elliott, Chairman of the HERO Campaign. "A designated driver is truly a hero by keeping others safe on the way home after the game. Our goal is to register a million designated drivers nationwide and make the use of designated drivers as automatic as wearing a seatbelt."

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 Gillette 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.

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