

FOR IMMEDIATE RELEASE: October 2009

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PATRIOTS FANS DON'T LET FANS DRIVE DRUNK

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

Foxborough, Mass. – (October 2009) Now that the 2009 New England Patriots season is underway, the Patriots, the Ensign John R. Elliott HERO Campaign for Designated Drivers[®] and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Patriots 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 at Gillette 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, Patriots fans who pledge to be designated drivers at Gillette Stadium have a chance to follow the Patriots to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season, more than 1,100 Patriots fans pledged to stay sober and get their friends and family home safely from the games. More than 140,000 fans pledged to be designated drivers across the league. This season, the NFL has set the goal of [200,000 designated drivers across the league](#), and the Patriots have embraced the HERO Campaign to encourage more fans to participate in the [designated driver program at Gillette Stadium](#).

To increase fan participation in the designated-driver program, the Patriots are rewarding fans who pledge to be designated drivers at any of the 11 locations offering the "[Be a HERO — Be a Designated Driver](#)" [designated-driver program](#). Each designated driver receives a coupon for a complimentary soft drink, a commemorative key chain, and a chance to be selected as the Designated Driver for the Game. The randomly-selected Designated Driver for the Game receives an on-field visit before the next Patriots home game for the winner and three friends. The Patriots also produced an in-stadium [Public Service Announcement \(PSA\)](#) and have [posters](#) displayed around the stadium that feature fans and highlight the importance of having a designated driver.

All the Patriots fans who pledge to be designated drivers have a chance to be randomly-selected at the end of the regular season as the Patriots Designated Driver for the Season. The Patriots Designated Driver for the Season will be the Honorary Team Captain and join the Patriots captains for the coin toss on the 50-yard-line to start the final home game of the season on Dec. 27, 2009. Four additional winners will receive an autographed Patriots helmet. At Gillette Stadium this season, there is no doubt that Responsibility Has Its Rewards.

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, Feb. 7, 2010 at Dolphin Stadium in Miami, Fla., as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"Patriots games should always be a fun and safe environment for our fans, whether inside the stadium or driving home afterward," said Jim Nolan, New England Patriots Vice President of Operations. "We hope our fans will embrace this program throughout the season because safety is a priority."

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“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.”

“It’s our goal to ensure that fans act responsibly when it comes to alcohol,” said Gillette Stadium Executive Director of Food and Beverage David Wheeler. “We are proud to team up with the HERO Campaign and TEAM Coalition for this program.”

“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,” 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 New England Patriots at Gillette Stadium. Other components include:

- A [Fan Code of Conduct](#) posted in and around Gillette Stadium
- Text messaging (text “CONDUCT” + message to 78247) and phone hotline (508-543-8200) that empower fans to report disruptive behavior to security
- Certification of over 1,600 employees across every organization operating in Gillette 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 fifteen minutes into 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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