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## RAIDERS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Oakland, CA – With the 2009 Oakland Raiders season underway, the Raiders, ARAMARK, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Raiders 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 Oakland Alameda-County Coliseum 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.

Fans who pledge to be designated drivers have a chance to follow the Raiders to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 140,000 NFL fans pledged to be designated drivers. 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, there are four "*Good Sport*" designated-driver program locations at Oakland Alameda-County Coliseum located at the BART and West Side Club Plazas outside of the Coliseum, as well as the C and D gate entrances. Each fan that pledges to not drink alcohol and ensure a safe ride home for their friends and family receives a complimentary non alcoholic beverage and a chance to be selected as the Raiders Designated Driver for the Season.

After fans pledge to be designated drivers at Raiders games, they receive an email directing them to register on-line at [www.rhir.org](http://www.rhir.org) to be randomly-selected as the Raiders 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 in Miami, FL, as the grand prize winners of the [Responsibility Has Its Rewards sweepstakes](#).

"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 Raiders, 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."

"As a founding member of TEAM Coalition, we understand the importance of working closely with our clients and partners to ensure that fans have a great experience, an important part of which is the responsible consumption of alcoholic beverages," said Marc Bruno, president of ARAMARK Sports, Entertainment & Conventions. "We remain fully committed to those we serve and the designated-driver program is an important component of the alcohol management program at Oakland Alameda-County Coliseum."

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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 Oakland Alameda-County Coliseum, 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 Oakland Raiders at Oakland Alameda-County Coliseum. Other components include:

- [Fan Code of Conduct](#)
- To report conduct concerns, text “OAK” <space> with your message and location to 41513.
- Certification of over 1,500 employees at Oakland Alameda-County Coliseum 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, no alcoholic beverage service in the seating area (fans must go to the concession stands on the concourse to purchase alcohol) 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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