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RAMS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

St. Louis, MO – Now that the 2009 St. Louis Rams season is underway, the Rams, Delaware North Companies Sportservice, Levy Restaurants, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Rams fans to have a designated driver in order to prevent drunk driving. The message – *"Fans Don't Let Fans Drive Drunk"* - will appear on the beer cups at Edward Jones Dome 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, Rams fans who pledge to be designated drivers have a chance to follow the Rams to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 3,750 Rams 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 Rams are offering the *"Good Sport"* designated-driver program at all guest services locations at Edward Jones Dome. 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 Rams Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced in the second half on the stadium video board. The winner receives a *"Good Sport"* Rams jacket.

After fans pledge to be designated drivers at Rams games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Rams 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](#).

"The game day experience is critically important to the Rams and our fans," said St. Louis Rams executive vice president of Football Operations and Chief Operating Officer Kevin Demoff. "We want all of our fans to enjoy the game, and if they are drinking alcohol, to be responsible and make arrangements to get home safely. We strongly support the designated-driver program."

"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 Rams, 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."

"Sobriety is no accident," said Sportservice president Rick Abramson. "That's why we work closely with the Rams to strongly promote and advocate that fans make responsible decisions when it comes to alcohol and to take appropriate action, including declining to serve them, when they do not. The designated-driver program is an important component of the alcohol management program at Edward Jones Dome."

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“We’re pleased to see such great fan involvement with the program and we are committed to providing support throughout our operations,” said Robert Wood regional vice president with Levy Restaurants. “Collectively, Levy Restaurants, together with TEAM and the St. Louis Rams, will continue to focus on providing responsible alcohol service and helping to create a fan friendly environment.”

“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 Edward Jones Dome, 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 St. Louis Rams at St. Louis Rams Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “RESPECT” + Location + Issue to 41513) empowers fans to report disruptive behavior to security
- Certification of nearly 100 employees representing every organization operating in the Edward Jones Dome 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 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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