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RAVENS FANS DON'T LET FANS DRIVE DRUNK "Good Sport" Encourages Designated Drivers

Baltimore, MD – As the 2009 Baltimore Ravens season gets underway, the Ravens, ARAMARK, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Ravens 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 M&T Bank 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, Ravens fans who pledge to be designated drivers have a chance to follow the Ravens to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 8,000 Ravens fans pledged to be designated drivers (one of the top five totals in the NFL), 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 Ravens are offering the *"Good Sport"* designated-driver program at all guest services locations at M&T Bank Stadium. 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 Ravens 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"* Ravens jacket.

After fans pledge to be designated drivers at Ravens games, they receive an email directing them to register on-line at www.rhir.org to be randomly selected as the Ravens 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 Ravens fans while they enjoy M&T Bank Stadium and as they travel home after the games," said Roy Sommerhof, vice president of Stadium Operations for the Baltimore Ravens. "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 Ravens, 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."

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“As a founding member of TEAM Coalition, ARAMARK understands 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 M&T Bank Stadium.”

“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 M&T Bank 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 Baltimore Ravens at M&T Bank Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “RAVENS” + Message to 78247) empowers fans to report disruptive behavior to security
- Certification of over 7,900 employees representing every organization operating in M&T Bank Stadium in effective alcohol management training
- Alcohol service policies including ID checks for fans who appear to be 30 years of age or 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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