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SAINTS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

New Orleans, LA – With the 2009 New Orleans Saints season underway, the Saints, Centerplate, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Saints 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 the Superdome 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, Saints fans who pledge to be designated drivers have a chance to follow the Saints to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 1,000 Saints 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 Saints are offering the "*Good Sport*" designated-driver program at all guest services locations at the Superdome. 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 Saints Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game receives a Saints prize package.

After fans pledge to be designated drivers at Saints games, they receive an email directing them to register on-line at www.rhir.org to be randomly-selected as the Saints Designated Driver 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 Saints fans while they enjoy the Superdome and as they travel home after the games," said Saints owner Tom Benson. "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 Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch. "We're pleased to work with the Saints, 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 part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously," said George Wooten, executive vice president of operations for Centerplate. "We're proud to be a part of Responsibility Has Its Rewards, joining the TEAM Coalition to empower fans to make smarter, safer choices both inside and outside the Superdome."

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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 the Superdome, 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 Orleans Saints at the Superdome. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (504-444-6203) and phone hotline (504-587-3800) empower fans to report disruptive behavior to security
- 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 at concession stands and the middle of the third quarter for service in the seating area

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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