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SEAHAWKS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Seattle, Wash. – With the 2009 Seattle Seahawks season underway, the Seahawks, Levy Restaurants, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Seahawks 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 Qwest Field 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, Seahawks fans who pledge to be designated drivers at any of the four "*Good Sport*" designated-driver booths at the Qwest Field have a chance to follow the Seahawks to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season nearly 7,000 Seahawks fans pledged to stay sober and get their friends and family home safely from the games, and 140,000 fans pledged to be designated drivers across the league. This season the goal for the NFL is [200,000 designated drivers](#).

To increase awareness of and participation in their designated-driver program, the Seahawks have engaged the fans to be "*Good Sports*." In addition to the "*Fans Don't Let Fans Drive Drunk*" message on all the beer cups, a [Public Service Announcement \(PSA\)](#) and [posters](#) around the stadium that feature fans highlight the importance of having a designated driver. Each fan that pledges to be a designated driver receives a complimentary non alcoholic beverage and a chance to be selected as the Seahawks 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 Seahawks jacket co-branded with the "*Good Sport*" logo.

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

"The Seattle Seahawks take the issue of alcohol management seriously and we are happy to join with Anheuser-Busch, and TEAM Coalition to help spread the word about the Good Sport program and the message that 'Fans Don't Let Fans Drive Drunk,'" said Susan Darrington, Vice President Facility Operations & Services at Qwest Field.

"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 Seahawks, 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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“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 Seattle Seahawks, 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 Qwest Field 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 Seattle Seahawks at Qwest Field. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text keyword "HAWK12" + issue to 429512) and phone hotlines (888-MY-HAWKS/888-694-2957) that empower fans to report disruptive behavior to security
- Certification of over 200 employees across every organization operating in Qwest Field
- 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, 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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