

STEELERS FANS DON'T LET FANS DRIVE DRUNK

"P.R.I.D.E." Encourages Designated Drivers



PITTSBURGH STEELERS

Steelers games should always be a fun and safe environment for our fans, whether inside the stadium or driving home afterward. We hope our fans will embrace this program throughout the season because safety is a priority.

--- *Jimmie Sacco, executive director of Stadium Management for the Pittsburgh Steelers*

ANHEUSER-BUSCH

Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination. We're pleased to work with the Steelers, 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.

--- *Carol Clark, vice president of Corporate Social Responsibility for Anheuser-Busch*

ARAMARK

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. We remain fully committed to those we serve and the designated-driver program is an important component of the alcohol management program at Heinz Field.

--- *Marc Bruno, president of ARAMARK Sports, Entertainment and Conventions*

TEAM COALITION

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 Heinz Field is a direct result of the commitment from the league, the teams and all the campaign partners. Teamwork is what this campaign is all about. We are demonstrating that when everyone--including the fans--takes responsibility, everyone wins.

--- *Jill Pepper, executive director of TEAM Coalition*

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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