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STEELERS FANS DON'T LET FANS DRIVE DRUNK

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

PITTSBURGH – As the Pittsburgh Steelers continue their march through the 2009 season, the Steelers, ARAMARK, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Steelers 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 Heinz 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, Steelers fans who pledge to be designated drivers at any of the four "*Good Sport*" designated-driver booths at the Heinz Field have a chance to follow the Steelers to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 1,100 Steelers 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 and participation in their designated-driver program, the Steelers have engaged the fans in their "*P.R.I.D.E.*" initiative. PRIDE in Yourself, PRIDE in the Game. **P.R.I.D.E.** stands for **P**ositive Heinz Field Experience; **R**espect Each Other; **I**ntegrity; **D**ignified Behavior; and **E**xcellence On and Off the Field. 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 will 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 Steelers 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 Steelers windbreaker jacket co-branded with the "*Good Sport*" logo.

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

Last year, Jim VanSteenberg, the Steelers 2008 Designated Driver for the Season, enjoyed watching the Steelers defeat the Arizona Cardinals in Super Bowl XLIII, played on Sunday February 1, 2009 at Raymond James Stadium in Tampa, FL.

"Steelers games should always be a fun and safe environment for our fans, whether inside the stadium or driving home afterward," said Jimmie Sacco, executive director of Stadium Management for the Pittsburgh Steelers. "We hope our fans will embrace this program throughout the season because safety is a priority."

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“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 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.”

“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 and Conventions. “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.”

“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,” 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 Pittsburgh Steelers at Heinz Field. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “PITT33” + Message to 78247) and phone hotline (412-697-7766) that empower fans to report disruptive behavior to security
- Certification of nearly 5,800 employees across every organization operating in Heinz Field 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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