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## TEXANS FANS DON'T LET FANS DRIVE DRUNK

"Good Sport" Encourages Designated Drivers

Houston, Tex. – Now that the 2009 Houston Texans season is underway, the Texans, ARAMARK, Anheuser-Busch and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Texans 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 Reliant 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.

Texans fans who pledge to be designated drivers at any of the Guest Services locations offering the "*Good Sport*" designated-driver program at the Reliant Stadium have a chance to follow the Texans to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 6,250 Texans 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 Texans 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](#) 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 Texans 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 Texans jacket co-branded with the "*Good Sport*" logo.

After fans pledge to be designated drivers at Texans games, they receive an email directing them to register on-line at [www.rhir.org](http://www.rhir.org) to be randomly-selected as the Texans 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 fans' game day experience is critically important to SMG and the Texans," said Houston Texans director of Event Services Diane Crossey. "We want all of our fans to enjoy the game, and if they are drinking alcohol, to be responsible and make arrangements to get home safely. We strongly support the designated-driver program."

"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 Texans, 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, we understand 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 Reliant 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 Reliant 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 Houston Texans at Reliant Stadium. Other components include:

- [Fan Code of Conduct](#)
- Text number (832-655-0785) and phone hotline (832-667-1400) that empower fans to report disruptive behavior to security
- Certification of all employees across every organization operating in Reliant Stadium in effective alcohol management training, 100 through the TEAM Coalition program and all alcohol servers through the Texas Alcohol Beverage Commission training program
- 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](http://www.FansDontLetFansDriveDrunk.org).

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