

VIKINGS FANS DON'T LET FANS DRIVE DRUNK

"You Hold the Key Never Drive Drunk" Encourages
Designated Drivers



MINNESOTA VIKINGS

The game day experience for our fans is critically important to the Vikings organization. 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 continue to strongly support the designated-driver program.

--- *Steve LaCroix, Minnesota Vikings vice president of Sales & Marketing and Chief Marketing Officer*

MILLERCOORS

MillerCoors has worked closely with professional sports teams like the Vikings for more than two decades to encourage responsible consumption at sporting events, and to help prevent underage access to alcohol and drunk driving. We believe that with great beer, comes great responsibility and view our support of the Vikings designated-driver program as an important complement to our overall responsibility initiatives.

--- *Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors*

CENTERPLATE

As a part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously. 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 Mall of America Field.

--- *George Wooten, executive vice president of operations for Centerplate*

ARAMARK

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

--- *Marc Bruno, president of ARAMARK Stadiums, Arenas & Convention Centers*

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 Mall of America 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.