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VIKINGS FANS DON'T LET FANS DRIVE DRUNK

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

Minneapolis, Minn. – With the 2009 Minnesota Vikings season underway, the Vikings, Centerplate, ARAMARK, MillerCoors, and Techniques for Effective Alcohol Management (TEAM) Coalition ask all Vikings 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 the Mall of America Field at H.H.H. Metrodome 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, Vikings fans who pledge to be designated drivers at Mall of America Field have a chance to follow the Vikings to the Super Bowl through the Responsibility Has Its Rewards sweepstakes. Last season 2,500 Vikings 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 Vikings are reminding fans that "*You Hold the Key Never Drive Drunk*." 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 at any of the guest services locations offering the "*You Hold the Key Never Drive Drunk*" designated-driver program booths receives a complimentary non alcoholic beverage and a chance to be selected as the Vikings Designated Driver for the Game and the Designated Driver for the Season. The randomly-selected Designated Driver for the Game is announced during the second half on the stadium video board. The winner receives a Vikings jacket co-branded with the MillerCoors "*You Hold the Key Never Drive Drunk*" logo.

At the end of the regular season, one fan will be randomly selected as the Vikings Designated Driver for the Season. The Designated Drivers for the Season from the two teams competing in the Super Bowl receive trips to the Super Bowl, 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 game day experience for our fans is critically important to the Vikings organization," said Steve LaCroix, Minnesota Vikings vice president of Sales & Marketing and Chief Marketing Officer. "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."

"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," said Kim Marotta, vice president of Corporate Social Responsibility for MillerCoors. "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."

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“As a part of our commitment to creating safe and enjoyable fan experiences, Centerplate takes responsible alcohol management very seriously,” said George Wooten, executive vice president of operations for Centerplate. “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.”

“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 Stadiums, Arenas & Convention Centers. “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.”

“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,” 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 Minnesota Vikings at Mall of America Field. Other components include:

- [Fan Code of Conduct](#)
- Text messaging (text “VIKES” + message to 41523) and phone hotline (612-741-7720) that empower fans to report disruptive behavior to security
- Certification of 160 employees at Mall of America 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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