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**ATLANTA FALCONS RECOGNIZED AS ONE OF TOP 5 NFL TEAMS
FOR DESIGNATED-DRIVER PROGRAM**

ATLANTA, GA (January 19, 2010) – The Atlanta Falcons set a franchise record this season, and it had nothing to do with play on the field. This record was set by the fans for pledging to be designated drivers and ensuring a safe ride home from the game for friends and family. Over 8,000 Falcons fans pledged to be designated drivers this season at the Georgia Dome.

The 2009 Top 5 NFL teams for designated drivers are:

- Baltimore Ravens with 14,963 designated drivers
- New England Patriots with 13,040 designated drivers
- San Diego Chargers with 11,743 designated drivers
- Atlanta Falcons with 8,042 designated drivers
- Arizona Cardinals with 7,826 designated drivers

This season the Atlanta Falcons, Georgia Dome, Levy Restaurants, TEAM Georgia and TEAM Coalition came together to educate fans about the importance of using a designated driver, buckling up and demonstrating positive fan behavior. The message was simple: “Always Have a Designated Driver.” The response from Falcons fans was massive.

“As an organization, we couldn’t be more proud of our fans taking a strong stand against drinking and driving,” said Falcons President Rich McKay. “We are pleased that Falcons fans are some of the most responsible fans in the entire National Football League.”

“We want the game-day experience to continue to be safe and enjoyable for Falcons fans while at the Georgia Dome and as they travel home after the games,” said Carl Adkins, general manager for the Georgia Dome. “We’re proud of our fans’ commitment to responsible behavior and thrilled to reward them with such a great opportunity.”

“We’re pleased to see such great fan involvement with the program and we are committed to providing support throughout our operations,” said Cindy van Rensburg, regional vice president with Levy Restaurants. “Collectively, Levy Restaurants, together with TEAM and the Falcons, will continue to focus on providing responsible alcohol service and helping to create a fan friendly environment.”

“Since TEAM Georgia began offering the designated-driver program at the Georgia Dome and all the other sports venues in Atlanta, more than 214,000 fans have pledged to stay sober and get their friends and family home from the game safely,” said Ron D. Fennel, Chairman of TEAM Georgia. “We’re pleased to work with the Falcons, TEAM Coalition and the other partners to bring greater awareness to this important program and encourage more fans to pledge to be designated drivers.”



Falcons fans who pledged to be designated drivers and demonstrate responsible behavior at any Falcons game throughout the season received a complimentary soft drink and a chance to be selected as the Designated Driver for the Season. The randomly-selected Falcons Designated Driver for the Season – Christopher Tindall of Lilburn, GA – may receive the first prize of the NFL Responsibility Has Its Rewards sweepstakes for designated drivers. After the NFC and AFC Champions are determined, a random drawing of the thirty Designated Drivers for the Season representing NFL teams not competing in the Super Bowl will select the recipient of a trip to the 2010 Pro Bowl at Dolphin Stadium in Miami, Fla. on Jan. 31, 2010. Mr. Tindall may just be that lucky designated driver.

“Fans who pledge to be designated drivers are critical to the success of the Responsibility Has Its Rewards campaign,” said Jill Pepper, executive director of TEAM Coalition. “Teamwork is exactly what this campaign is all about, and through this program we are demonstrating that when everyone – including the fans – takes responsibility, everyone wins.”

The designated-driver program is just one component of the fan behavior initiatives offered by the Atlanta Falcons at the Georgia Dome. Other components include:

- A [Fan Code of Conduct](#) posted in and around the Georgia Dome
- Text messaging (text “DOME” + message to 78247) and phone hotline (404-223-8850) empower fans to report disruptive behavior to security
- Certification of nearly 600 employees representing every organization operating in the Georgia Dome in effective alcohol management training
- Alcohol service policies including ID checks for all fans, no more than two alcoholic beverages per person per transaction and alcohol cut-off at the end of the third quarter

About TEAM Coalition

TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. TEAM’s members and supporters include the National Football League, Major League Baseball, Major League Soccer, the National Basketball Association, National Hockey League, National Collegiate Athletic Association, ARAMARK, Delaware North Companies Sportservice, Beer Institute, National Beer Wholesalers Association, MillerCoors, Live Nation, National Association of Broadcasters, Contemporary Services Corporation, Elite Show Services, International Association of Assembly Managers, and the National Highway Traffic Safety Administration. www.teamcoalition.org.