



**FOR IMMEDIATE RELEASE**

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**BALTIMORE RAVENS RECOGNIZED AS TOP NFL TEAM  
FOR DESIGNATED-DRIVER PROGRAM, THIRD YEAR IN A ROW**

**BALTIMORE, MD** (January 19, 2010) – The Baltimore Ravens set a new 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. Nearly 15,000 Ravens fans pledged to be designated drivers this season at M&T Bank Stadium.

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 is the third season in a row that the Baltimore Ravens led the league in designated drivers. The Ravens, ARAMARK, Anheuser-Busch and TEAM Coalition continue to partner and educate fans about the importance of using a designated driver, buckling up and demonstrating positive fan behavior. The message is simple: “Be a Good Sport. Be a Designated Driver.” The response from Ravens fans was massive.

“We want the game-day experience to continue to be safe and enjoyable for Ravens fans while they enjoy M&T Bank Stadium and as they travel home after the games,” said Roy Sommerhof, vice president of Stadium Operations for the Baltimore Ravens. “We’re proud of our fans’ commitment to responsible behavior and thrilled to reward them with such a great opportunity.”

“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 & Conventions. “We remain fully committed to those we serve and the designated driver program is an important component of the alcohol management program at M&T Bank Stadium.”

Ravens fans who pledged to be designated drivers and demonstrate responsible behavior at any Ravens 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 Ravens Designated Driver for the Season – Linda Noll of Mt. Washington, MD – 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. Ms. Noll 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.”

“Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination,” said Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch. “We’re pleased to work with the Ravens, 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.”

The designated-driver program is just one component of the fan behavior initiatives offered by the Baltimore Ravens at M&T Bank Stadium. Other components include:

- A [Fan Code of Conduct](#) posted in and around M&T Bank Stadium
- Text messaging (text “RAVENS” + Message to 78247) empowers fans to report disruptive behavior to security
- Certification of over 7,900 employees representing every organization operating in M&T Bank Stadium in effective alcohol management training
- Alcohol service policies including ID checks for fans who appear to be 30 years of age or younger, 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](http://www.teamcoalition.org).