

## **Colorado Rapids Seek Fans to Film Public Service Announcement : Fans Who Pledge To Be Designated Drivers Become Spokespeople For Responsibility**

Denver, Colo. (5/1/09) ? Rapids fans will have an opportunity to serve as spokespeople for responsible behavior at their home game against Real Salt Lake on May 2<sup>nd</sup> at Dick's Sporting Goods Park. The Colorado Rapids, Dick's Sporting Goods Park, Anheuser-Busch, ARAMARK, the Colorado Department of Transportation, the Colorado State Patrol and TEAM Coalition are partnering to 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, Always Have a Designated Driver."

Fans must first make the Responsibility Has Its Rewards (RHIR) pledge to:

- Always have a designated driver
- Never drive drunk
- Always buckle up

Those fans will have the opportunity to tape their own message about responsible behavior at the game. Public Service Announcements produced from the taping will air throughout the season on the Dick's Sporting Goods Park video board and on local broadcast TV. In addition, the video clips will be e-mailed to participants so their moment of fame can be shared with family and friends. Rapids fans who pledge and demonstrate responsible behavior at any Rapids game throughout the season have a chance to be selected as the Rapids Designated Driver for the Season and may win a trip to the 2009 MLS Cup® at Qwest Field on November 22, 2009 or the 2010 MLS All-Star Game®.

"Giving fans the opportunity to be the voice of the Responsibility Has Its Rewards campaign personalizes the 'Fans Don't Let Fans Drive Drunk' message," 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 a key component of the responsibility initiatives that TEAM Coalition -- an alliance of professional and collegiate sports, entertainment facilities, stadium service providers, concessionaires, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports facilities -- helps coordinate with professional sports leagues including Major League Soccer (MLS), the National Basketball Association (NBA), Major League Baseball (MLB), the National Football League (NFL), and the National Hockey League (NHL).

"We want to congratulate the Colorado Rapids and their fans and remind everyone that true MLS Fans Don't Let Fans Drive Drunk," said Pam Hutton, Governor's Representative for Highway Safety with the Colorado Department of Transportation. "We commend all the campaign partners for creating this incentive for fans who make the responsible decision to designate a sober driver."

"Designating a sober driver is the most responsible thing an individual can do when celebrating with alcohol," said Colonel James Wolfenbarger, Chief of the Colorado State Patrol (CSP). "Driving after drinking is the most irresponsible act that an individual can do. The CSP salutes the Colorado Rapids for their participation in the TEAM Coalition's outstanding Responsibility Has Its Rewards program. The CSP is proud to be a partner."

"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 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 one of several components of the alcohol management plan at Dick's Sporting Goods Park. In addition, alcohol management training for the venue's employees gives them the skills to observe fan behavior and serve alcohol beverages in compliance with local laws and in a manner designed to encourage responsible consumption.

Alcohol service policies are enforced to ensure only fans of legal drinking age are served alcohol beverages. These combined efforts represent an alcohol management plan in which the fans, arena employees, corporate sponsors and team representatives all are working toward common goals, promoting responsible alcohol consumption, positive fan behavior and traffic safety.

"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 and Conventions. "We remain fully committed to those we serve and the designated driver program is an important component of the alcohol management program at Dick's Sporting Goods Park. "The Colorado Rapids strive to make our fan experience at Dick's Sporting Goods Park a safe and enjoyable one, from the moment our fans enter our gates to the time they travel home after our match," said Rapids Managing Director Jeff Plush. "As a result, we take the issue of alcohol management seriously. The Rapids are proud that so many of our fans have chosen to demonstrate responsible behavior and embrace the Good Sport designated-driver program."

Saturday, fans who pledge to be designated drivers will have a unique opportunity to show their dedication to the Rapids, because responsibility really does have its rewards.

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TEAM's members and supporters include Major League Soccer, the National Basketball Association, Major League Baseball, National Football League, National Hockey League, National Collegiate Athletic Association, ARAMARK, Delaware North Companies Sportservice, Beer Institute, Anheuser-Busch, MillerCoors, LiveNation, National Association of Broadcasters, Contemporary Services Corporation, International Association of Assembly Managers, and the National Highway Traffic Safety Administration.

[www.teamcoalition.org](http://www.teamcoalition.org).