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**SUPER BOWL XLI PLANNER**

*Fans Don't Let Fans Drive Drunk*

**Super Bowl XLI One Game. One Dream. One Decision – *Designate a Sober Driver***

- Super Bowl Sunday is one of America's biggest and most entertaining national sporting events as friends and families gather to socialize and watch the big game and the spectacle that surrounds it. Yet, historically it has also been one of the nation's most dangerous days on the roadways due to drunk driving.
- *Responsibility Has Its Rewards* is a national campaign encouraging sports fans at the games to participate in designated driver programs sponsored by beer and concessionaire companies at every NFL stadium nationwide.
- Throughout the season, fans who made the responsible decision by pledging to be designated drivers and always buckle up have a chance to earn the ultimate reward – a trip to Super Bowl XLI at Dolphin Stadium in Miami, FL.
- TEAM anticipates that this season, the number of fans who pledge to stay sober and make sure their friends and family get home safely from the game will top last season's number of nearly 100,000 football fans.
- 148 million Americans already know how to put an end to these needless tragedies. According to the 2005 Designated Driver poll completed by Data Development Corporation, 70% of the adult population have been a designated driver or have been driven home by one.
- NHTSA reports that young males, ages 21 to 34, are most likely to be involved in automobile crashes, to drive while impaired, and to be among those least likely to wear their safety belts. Research also shows that the same group is the core audience for major sporting events like the Super Bowl.

**If you are hosting a Super Bowl party:**

- Make sure all of your guests designate their sober drivers before kick-off, or help arrange ride-sharing with other sober drivers
- 1 Find unique ways to recognize the designated drivers at your party
  - Give them a great spot to watch the game
  - 1 Whatever non-alcoholic beverage they are drinking, make sure their glass is always full
  - 2 Let them have the first pass at the buffet table
  - 3 Make sure their car is easy to access so they are ready when it is time to start driving people home
- Serve plenty of food – and include soft drinks, juice, and water

- 1 Stop serving alcohol at the end of the third quarter of the game (just like NFL stadiums) and begin serving coffee and dessert.
- 2 Program the numbers for local cab companies into your phone so they are just one touch away
- 3 Take the keys away from anyone who is thinking of driving while impaired
- 4 Only serve alcohol to guests over 21 years of age.

**If you are attending a Super Bowl party or watching at a sports bar or restaurant:**

- Designate your sober driver before the party begins
- 1 Give your designated driver your car keys and your appreciation for making sure you get home safely
- 2 Find unique ways to recognize the designated drivers when you are out a bar or restaurant
  - Offer to be the designated driver the next time you go out
  - 1 Cover the cost for parking or even pay for a tank of gas
  - 2 Whatever non-alcoholic beverage they are drinking, make sure their glass is always full
  - 3 Pick up the tab for their food and drink
- Before you go out, program the numbers for local cab companies in your cell phone so if you find yourself in need of a ride, it is just one touch away
- 1 Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- 2 Never let a friend leave your sight if you think they are about to drive while impaired. Remember, *Fans Don't Let Fans Drive Drunk*.
- 3 Always buckle up – it's your best defense against impaired drivers.

**The TEAM Coalition** – an alliance of professional and collegiate sports, entertainment facilities, concessionaries, stadium service partners, the beer industry, broadcasters, traffic safety experts and others including RADD (Recording Artists, Actors and Athletes Against Drunk Driving) – works to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

For more information, please visit [www.TeamCoalition.org](http://www.TeamCoalition.org) or [www.StopImpairedDriving.org](http://www.StopImpairedDriving.org).