



PR#11-6

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PRESS RELEASE

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FANS DON'T LET FANS DRIVE DRUNK

**Super Bowl XLV® Fans Rewarded for Responsible Decision to
Always Have a Designated Sober Driver**

Orange County, CA – The “Avoid the 38” DUI Task Force is reminding football fans that if your Super Bowl celebration includes alcohol, make the right decision before kickoff and always have a designated sober driver. This local message to Super Bowl fans joins with the national “Fans Don’t Let Fans Drive Drunk” message from the National Football League (NFL), the National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD), the HERO Campaign and Techniques for Effective Alcohol Management (TEAM) Coalition.

The Task Force will be deploying special roving DUI patrols in several communities throughout the area looking to stop and arrest drivers who are impaired. These DUI patrols are in addition to regularly scheduled patrol officers, all looking for the tell-tale signs of an intoxicated driver. Funding for the Avoid DUI Task Force is from the California Office of Traffic Safety.

“We’re reminding everyone that real Super Bowl Fans Don’t Let Fans Drive Drunk,” said Sgt. Mark Daigle of the Sheriff Department’s Traffic Bureau. “We want everyone to make the right decision for Super Bowl. Having a designated sober driver should be an obvious part of everyone’s celebration.”

The Fans Don’t Let Fans Drive Drunk message supports the league-wide designated-driver campaign called Responsibility Has Its Rewards. Celebrating its eighth season in 2010, the campaign encourages fans to participate in designated-driver programs supported by beer and concessionaire companies at every NFL stadium nationwide. Throughout the season at all 31 NFL stadiums, more than 170,000 fans made the responsible decision by pledging to be designated drivers this season. Those fans now have a chance to earn the ultimate reward – a trip to Super Bowl XLV® in North Texas at Cowboys Stadium.

The Responsibility Has Its Rewards Super Bowl XLV winners will be the Designated Drivers for the Season from the AFC Champion and NFC Champion teams. And a Designated Driver for the Season from the San Francisco 49ers, Oakland Raiders and San Diego Chargers has a chance to attend the 2011 Pro Bowl in Honolulu, HI.

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
- Give them a great spot to watch the game
- Make sure their cars are easy to access when it is time to start driving people home
- Serve plenty of food
- Offer a variety of non-alcoholic choices like non-alcohol beers, soft drinks, juice, and water
- Serve one drink at a time and serve measured drinks
- Only serve alcohol to guests over 21 years of age
- Determine ahead of time when you'll stop serving alcohol, such as one hour before the end of the party or at the end of the third quarter of the game (just like NFL stadiums) and begin serving coffee and dessert
- Add the numbers of local cab companies into your phone so they are just a touch away
- Take appropriate steps to prevent anyone from driving while impaired

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

- Designate your sober driver before the party begins and leave your car keys at home if you plan to drink
- Before you go out, add the numbers for local cab companies in your cell phone so if you find yourself in need of a ride, it is just a touch away
- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcoholic drinks.
- Take appropriate steps to prevent anyone from driving while impaired. Remember, Fans Don't Let Fans Drive Drunk.
- Always buckle up – it's your best defense on the road

For more information, please visit www.FansDontLetFansDriveDrunk.org or www.californiaavoid.org or <http://www.nhtsa.gov/Impaired>.