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Major League Baseball, St. Louis Cardinals and Partners Prioritize Responsibility at MLB 2009 All-Star Game

St. Louis, Mo. (July 13, 2009) -- "Responsibility Has Its Rewards" will be an important message communicated at many of the MLB 2009 All-Star activities. Throughout All-Star Week, baseball fans will be reminded to demonstrate positive fan behavior, drink responsibly, choose a designated driver, and buckle up.

"Fan safety in the ballpark has always been a top priority for Major League Baseball," said Baseball Commissioner Allan H. (Bud) Selig. "We believe this is an excellent program that emphasizes fans' safety to and from the ballpark."

For the fifth consecutive All-Star FanFest, TEAM (Techniques for Effective Alcohol Management) Coalition offers baseball fans who make the pledge to be responsible a chance to win great rewards. This year, TEAM Coalition is joined by Missouri Department of Transportation, Illinois Department of Transportation and Anheuser-Busch.

Fans can take a souvenir photo in a replica Busch Stadium Cardinals' dugout that features campaign messages, partner logos, and All-Star images on the photo border. Fans also can film a responsibility video to promote the designated driver and buckle up messages. All the fans who participate are entered to win prizes that include authenticated All-Star Game clubhouse chairs, tickets to All-Star Week events including FanFest, the XM All-Star Futures Game, the Taco Bell All-Star Legends & Celebrity Softball Game, the State Farm Home Run Derby and the All-Star Game.



New this year, as fans enjoy the free All-Star Charity Concert on Saturday, July 11, they can also make the pledge to be a designated driver at the Budweiser "Good Sport" booth. And at the All-Star Charity 5K and Fun Run, as runners cross the finish line, they will have a chance to make the responsibility pledge in exchange for souvenir photos and a chance to win tickets to FanFest.

Finally, the "Designated Driver for the Season" from the Kansas City Royals, Amber Bockelman, will attend the State Farm Home Run Derby and the 80th All-Star Game as the winner of the 2008 "Responsibility Has Its Rewards" sweepstakes for designated drivers. Bockelman will be recognized during an in-stadium announcement. She represents the 340,000 fans who pledged to be designated drivers during the 2008 season.

"The success of the Responsibility Has Its Rewards campaign with MLB is a direct result of the commitment from the league, the Clubs and all the campaign partners," said Jill Pepper, executive director of TEAM Coalition. "Teamwork is what this campaign is about. We are demonstrating that when everyone – including the fans – takes responsibility, everyone wins."





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TEAM Coalition – an alliance of professional and collegiate sports, entertainment facilities, concessionaires, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports facilities – coordinated “Responsibility Has Its Rewards,” a league-wide promotion with Major League Baseball in support of existing designated-driver programs sponsored by concessionaires and brewers.

At the conclusion of the 2008 season, the St. Louis Cardinals proudly accepted TEAM Coalition’s recognition for having the most fans, approximately 38,000, pledge to be designated drivers as part of the “Good Sport” designated-driver program offered at Busch Stadium through a partnership with Anheuser-Busch and Delaware North Companies Sportservice.

“We want the game-day experience to continue to be safe and enjoyable for Cardinals fans while they are at the stadium and as they travel home after the games,” said Joe Abernathy, Cardinals vice president of Stadium Operations. “That is why we promote the designated driver program and educate our employees to ensure fans are drinking responsibly.”

“Tying ‘Responsibility Has Its Rewards’ to our season-long ‘Good Sport’ program makes everyone a winner,” said Carol Clark, Anheuser-Busch vice president of Corporate Social Responsibility. “We’re pleased to work with TEAM and all the responsibility partners to recognize baseball 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.”

“We want to congratulate the Cardinals and their fans and remind everyone that true baseball Fans Don’t Let Fans Drive Drunk,” said Michael Stout, director of the Division of Traffic Safety for the Illinois Department of Transportation. “If you plan on consuming alcohol whether you are at the game or watching from a house party or sports bar, pass your keys to a sober, designated driver before the party begins. We are proud to be a part of this once-in-a-lifetime event offering such fantastic incentives for fans who make the responsible decision to designate a driver.”

“Make the right play for the 2009 All-Star game by designating a sober driver and always buckling up,” said Leanna Depue, director of Highway Safety for the Missouri Department of Transportation. “We want everyone to arrive alive at their destination each and every time. ”

If you are attending any of the All-Star Game events or watching at a sports bar or restaurant:

- Be a designated driver or designate your driver before the game begins
- Give your designated driver your car keys and your appreciation for making sure you get home safely
- Find unique ways to recognize the designated drivers when you are out at a bar or restaurant:
 - Offer to be the designated driver the next time you go out
 - Cover the cost for parking or even pay for a tank of gas
 - Whatever non-alcohol beverage he or she is drinking, make sure the glass is always full
 - Pick up the tab for his or her food and drink





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- 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
- Avoid drinking too much alcohol too fast. Pace yourself—eat enough food, take breaks and alternate with non-alcohol drinks.

For more information, please visit <http://www.TeamCoalition.org> or www.rhir.org.

