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

(St. Louis, MO) -- "Responsibility Has Its Rewards" will be an important message communicated to fans at the MLB 2009 All-Star FanFest. For the fifth consecutive year, baseball fans who make the pledge to demonstrate positive fan behavior, drink responsibly, have a designated driver, and buckle up have a chance to win great rewards. This year, TEAM (Techniques for Effective Alcohol Management) Coalition is joined by the Missouri Department of Transportation, Illinois Department of Transportation and Anheuser-Busch.

Fans can take a souvenir photo in a replica Busch Stadium Cardinals' dugout, which features responsibility 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.



**National Campaign:** Responsibility Has Its Rewards  
**FanFest Adult Message (21+):** Fans Don't Let Fans Drive Drunk,  
**FanFest Family Message (underage):** Buckle Up - Every Trip, Every Time

**What:** Interact with representatives from partner organizations and fans who make the responsibility pledge, take a souvenir photo in a replica Busch Stadium Cardinals' dugout, and film responsibility videos to promote the designated driver and buckle up messages.

**Where:** MLB All-Star FanFest  
America's Center  
701 Convention Plaza  
St. Louis, MO

**When:** 9:00 am – 7:00 pm, Friday, July 10  
9:00 am – 8:00 pm, Saturday and Sunday, July 11-12  
9:00 am – 8:00 pm, Monday, July 13  
9:00 am – 6:00 pm, Tuesday, July 14

**Media Event:** 2:00 – 3:00 pm, Monday, July 13. Scheduled to appear:  
Colby Rasmus, #28, outfielder for the St. Louis Cardinals

- Carol Clark, vice president Corporate Responsibility for Anheuser-Busch





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- Michael Stout, director for the Division of Traffic Safety for IDOT
- Kara Price, Highway Safety Division of MoDOT
- Jill Pepper, executive director for TEAM Coalition

**About MLB FanFest:** FanFest is an interactive baseball theme park and the largest baseball fan event in the world. Visiting St. Louis for the first time ever in 2009, Major League Baseball All-Star FanFest features activities and exhibits for families and fans of all ages.

Now in its 19th year, Major League Baseball All-Star FanFest will transform America's Center into a celebration that captures the thrills and excitement of Major League Baseball. Major League Baseball All-Star FanFest will feature interactive exhibits and attractions, Major League clinics and seminars, free autograph sessions with Cardinals legends and Hall of Famers, memorabilia and much more, including the TEAM Coalition booth promoting responsible fan behavior and traffic safety.

#### Quotes:

- “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.”
- “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 Cardinals Vice President of Stadium Operations Joe Abernathy. “That is why we promote the designated driver program and educate our employees to ensure fans are drinking responsibly.”
- “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,” said Carol Clark, Anheuser-Busch vice president of Corporate Social Responsibility.
- “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.”
- “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. It proves that when everyone – including the fans – takes responsibility, everyone wins.”

