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HERO Campaign and the New England Patriots bring TEXTING to Designated Driver Program at Gillette Stadium.

Foxborough, MA. Gillette Stadium announced today that it is the first in the NFL to offer fans the opportunity to become designated drivers using text messaging on their cell phones.

Last season's successful introduction of the HERO program generated more than 13,000 designated drivers at in-stadium registration booths. This year the New England Patriots are teaming up again with The Ensign John R. Elliott HERO Campaign for Designated Drivers® and TEAM Coalition to add text messaging as a registration option. The company providing the text messaging functionality is GuestAssist, an industry leader delivering enterprise-to-customer, mobile-phone based communications.



Hero Booth at Gillette Stadium

In exchange for registering to give their friends and family safe rides home, designated drivers receive a complimentary soft drink, a commemorative key chain, pro shop discounts and a chance to be selected as the Designated Driver for the Game, and the ultimate reward - the Designated Driver for the Season. Each week, the Designated Driver for the Game from the previous home game will be rewarded with a pre-game sideline visit.

The Designated Driver for the Season will be the honorary team captain for the last regular season game at Gillette Stadium on January 2, 2011 when the Patriots host the Dolphins. The winner will also have a chance to go to Super Bowl XLV®, the grand prize in the Responsibility Has Its Rewards sweepstakes for designated drivers, offered by TEAM Coalition, the NFL and all 32 NFL teams.

The HERO Campaign reinforces the importance of being and using a safe designated driver. The designated driver booths, found on the main concourse just inside the three main entrances to the stadium, at each of the stadium's guest services booths located at the 50-yard line on the 100 and 300-level concourses, and at the guest services booths in the clubs, carry the HERO Campaign slogan: "Be a HERO. Be a Designated Driver.®"

"We strive to create a fun and safe environment for our fans and have had great success with the Hero program," said Jim Nolan, New England Patriots Senior Vice President of Operations, Finance and

Administration. “Giving our fans the opportunity to pledge to be a designated driver HERO via text message is a simple way to register more designated drivers and promote safe driving at our games.”

Here's how the text messaging works: Fans type the keyword “HERO” to 78247 to start the designated-driver program pledge. They then verify that they are 21 years of age or older, promise not to drink alcohol at the game and promise to provide a safe ride home for friends and family by typing “Yes.”

Upon successful completion, fans receive a text that reads: U R a HERO – A Designated Driver!

“Fans who pledge to be designated drivers are critical to the success of the Responsibility Has Its Rewards campaign,” 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 HERO Campaign is proud to be associated with the New England Patriots, Gillette Stadium and our partners in promoting the use of designated drivers in memory of our son John,” said Bill Elliott, Chairman of the HERO Campaign. “A designated driver is truly a hero by keeping others safe on the way home after the game. Our goal is to register a million designated drivers nationwide and make the use of designated drivers as automatic as wearing a seatbelt.”

TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, governmental traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities -- www.teamcoalition.org.

The HERO Campaign for Designated Drivers® is dedicated to preventing drunken driving tragedies by promoting the use of safe and sober designated drivers. Established in October, 2000 in memory of Navy Ensign John Elliott of New Jersey, the campaign has grown to become a national movement to save lives on our highways. For more information log onto www.herocampaign.org or become a fan on Facebook at HERO Campaign.

Gillette Stadium, located in Foxborough, Mass., is the premier sports and entertainment venue in New England. The 68,756-seat stadium is the full-time home of the NFL’s New England Patriots, which have sold-out the stadium for every home game since it opened in 2002. Gillette Stadium is also the home field of the New England Revolution of Major League Soccer, and hosts a variety of other marquee sports events, including international soccer matches, NCAA championships and high school football super bowls. In December 2009, *Billboard* magazine ranked Gillette Stadium among the top 10 grossing concert venues in the world over the last decade. The stadium, which is equipped with two 60,000-square-foot club spaces and 87 luxury suites, hosts hundreds of corporate and private events each year, as well as special events, such as a public address by the Dalai Lama in 2009.

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