



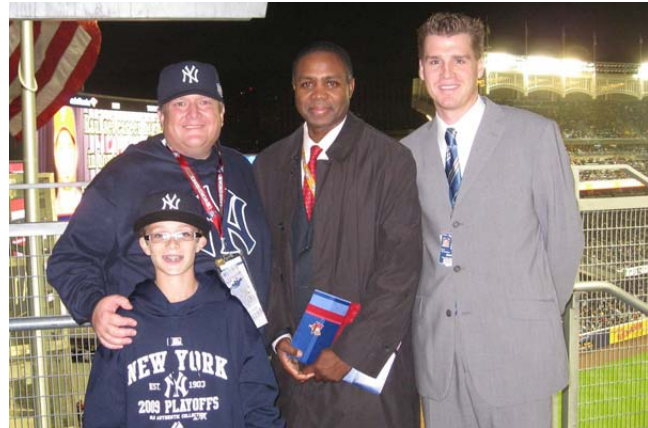
## RESPONSIBILITY HAS ITS REWARDS

MLB's Designated Drivers Earn Ultimate Reward

FOR IMMEDIATE RELEASE: Thursday, October 29, 2009

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New York, NY. – (November 10<sup>th</sup>, 2009) While the final score of game one of the 2009 World Series<sup>®</sup> wasn't what the Yankees hoped for, one Yankees fan in particular had a night to remember as he cheered on the Bronx Bombers. Jason Abelow was randomly selected as the New York Yankees Designated Driver for the Season from all the Yankees fans who promised to refrain from drinking and be designated drivers, ensuring a safe ride home for their friends and family after games played at Yankee Stadium this season. He is one of two grand prize winners of the "Responsibility Has Its Rewards" sweepstakes for designated drivers.



Left to right: Jason Abelow, Designated Driver for the Season for the New York Yankees, his son Ryan Farber; Tom Brasuell, vice president of Community Affairs for Major League Baseball; Ryan Thorvaldsen, senior account representative for the New York Yankees.

For the sixth consecutive season, Major League Baseball (MLB), Techniques for Effective Alcohol Management (TEAM) Coalition and the National Highway Traffic Safety Administration (NHTSA) have joined together to make more fans aware of the designated-driver programs at all 30 MLB ballparks, encourage responsible fan behavior, and promote traffic safety.



As the New York Yankees Designated Driver for the Season, Jason and his son attended game one of the World Series on October 28th at Yankee Stadium. The prize included two tickets to the game, a chance to meet MLB and Yankees officials as well as a moment of recognition on the HD Screen during a break in the action after the bottom of the third inning.

On Saturday October 31st, the Designated Driver for the Season for the Philadelphia Phillies, Carol Schiffman, attended game three of the World Series, the first game which was played at Citizens

Bank Park. In addition, one Designated Driver for the Season from one of the remaining 28 MLB Clubs not competing in the World Series will be randomly selected to attend the 2010 MLB All-Star Game<sup>®</sup> in Anaheim, CA at the Angels Stadium.

During the 2009 MLB season, more than 365,000 baseball fans planned ahead and made the responsible, winning play by pledging to be designated drivers. That is the largest number of designated drivers since TEAM started tracking participation with MLB. TEAM Coalition has been aggressively promoting the



designated driver programs at MLB ballparks since 2004 with the league-wide Responsibility Has Its Rewards campaign. The campaign encourages fans to participate in designated-driver programs supported by beer companies like Anheuser-Busch at every MLB ballpark nationwide.

“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.”

“Tying Responsibility Has Its Rewards to our season-long Good Sport program makes for a winning combination,” said Kathy Casso, vice president of Corporate Social Responsibility for Anheuser-Busch. “We’re pleased to work with the Yankees, TEAM and the other program partners to recognize 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.”

Fortunately, baseball fans join millions of other Americans in doing the “ride thing.” According to a national survey by TNS Custom Research Inc., nearly two out of three adults – more than 137 million Americans – have been a designated driver or been driven home by one.

TEAM Coalition – an alliance of professional and collegiate sports, entertainment facilities, concessionaries, stadium service providers, the beer industry, broadcasters, traffic safety experts and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities. TEAM Coalition members and supporters include Major League Baseball, Major League Soccer, National Basketball Association, National Football League, National Hockey League, National Collegiate Athletic Association, ARAMARK, Delaware North Companies – Sportservice, Beer Institute, National Beer Wholesalers Association, Anheuser-Busch Companies, MillerCoors, Live Nation, National Association of Broadcasters, Contemporary Services Corporation, International Association of Assembly Managers and the National Highway Traffic Safety Administration.

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