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FANS DON'T LET FANS DRIVE DRUNK

Super Bowl XLV[®] Fans Rewarded for Responsible Decision to Always Have a Designated Driver

Carson City, NV. – The Nevada Departments of Transportation and Public Safety are reminding football fans that if your Super Bowl celebration includes alcohol, make the right decision before kickoff and always have a designated driver. This local message complements the national *Fans Don't Let Fans Drive Drunk* message supported by the National Football League (NFL), the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Mothers Against Drunk Driving (MADD), the HERO Campaign and Techniques for Effective Alcohol Management (TEAM) Coalition.

“We're reminding everyone that real Super Bowl *Fans Don't Let Fans Drive Drunk*,” said Nevada Department of Transportation Director Susan Martinovich. “If your postseason game plan includes alcohol, make sure you have a designated driver. Designated drivers help make sure everyone gets home safely.”

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 the Designated Driver for the Season from the Buffalo Bills – **Barbara Owczarczak of Lancaster, NY** – will attend the 2011 Pro Bowl in Honolulu, HI.

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“We want everyone to make the right decision for Super Bowl,” said Traci Pearl, Nevada Office of Traffic Safety Administrator. “Law enforcement will be out in force looking for anyone who may be driving impaired, and we want everyone to get home safely.”

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
- Find unique ways to recognize the designated drivers at your party
 - Give them a great spot to watch the game
 - Whatever non-alcoholic beverage they are drinking, make sure their glass is always full
 - Let them have the first pass at the buffet table
 - 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 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 one touch away
- Take appropriate steps to prevent anyone from driving while impaired
- Be prepared for guests to spend the night if an alternative way home is not available

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
- 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-alcoholic beverage they are drinking, make sure their glass is always full
 - Pick up the tab for their food and 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 one 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.
- Always buckle up – it’s your best defense on the road.

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