



A Safe and Sober Coalition

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**A winning Braves season takes a TEAM!
*TEAM Georgia Designated Driver Booth program launches with 2009 baseball season***

As the Atlanta and Gwinnett Braves kick off a fresh season, TEAM Georgia will roll out its Designated Driver Booth program, sponsored by the Anheuser Busch Budweiser Good Sport Program at Turner Field and the brand-new Gwinnett County baseball stadium.

By encouraging patrons to designate a driver at Braves games, TEAM Georgia, a safe and sober driving coalition comprised of public and private citizens, helps to ensure Atlanta residents make the good times last by getting home safely.

"We are thrilled to extend the reach of this proven program to the Gwinnett Braves," said Ron Fennel, chairman of TEAM Georgia. "This adds a fifth venue to our Designated Driver Booth program, which operates at Philips Arena, Turner Field, Gwinnett Arena and the Georgia Dome. By targeting the biggest parties in town, TEAM Georgia raises awareness of safe driving to droves of fans – ultimately helping to save lives."

The success of the program, which has strategically located TEAM Georgia/Good Sport booths at these venues, depends on the spirited work of TEAM volunteers, who greet patrons by urging them to designate a sober driver in their party. In return for their work at the beginning portion of the game, volunteers enjoy the opportunity to watch the remainder of the event free of charge.

"One of our goals as an organization is to provide Braves fans with a safe, family-friendly experience at the game and the Good Sport program is a great way to both engage and reward fans in this effort," said Kelly Johnson, Atlanta Braves TEAM Georgia spokesperson.

"We're pleased to partner again with TEAM Georgia, the Braves and Aramark to encourage Braves fans to drink responsibly and make a designated driver part of their winning game plan through the Good Sport program. When it comes to preventing drunk driving, we're all part of the team," said Laird Canby, Eagle Rock Distributing Company, Quality Manager.

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Thanks to the partnerships with host venues, patrons enjoy the "TEAM Georgia" experience throughout the festivities: TEAM Georgia's public service announcements are made during the game by home-team athletes on the Jumbotron while participating vendors on-site reward a party's Designated Driver with incentives and prizes.

For the second year in a row, Atlanta Braves second baseman Kelly Johnson will voice TEAM Georgia's message about the vital importance of protecting oneself and others by designating a driver.

Since the Designated Driver Booth began in 1992, volunteers have recorded the signatures of more than 244,000 people, who have agreed to serve their party as a Designated Driver, receiving information on impaired driving and Georgia's DUI laws.

For nearly three decades, Anheuser-Busch has led the alcohol beverage industry in the fight against alcohol abuse. The company and its distributors have invested more than \$750 million in dozens of community-based programs and national advertising campaigns to promote responsible drinking and help prevent underage drinking and drunk driving. In 2009, the company ranked first among all companies for social responsibility in FORTUNE magazine's "World's Most Admired Companies" list. To learn more, visit www.beeresponsible.com.

Join TEAM Georgia to promote responsible fun and help save lives! For more information, contact TEAM Georgia at 404-261-6053 or bonnie@teamgeorgia.net or visit www.teamgeorgia.net.

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