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Designate a Sober Driver and Be the Super Bowl MVP

Fans Don't Let Fans Drive Drunk

JEFFERSON CITY – Anyone can be a Super Bowl MVP and make the right call this year by designating a sober driver before kicking off your Super Bowl festivities.

Super Bowl Sunday is one of America's largest and most entertaining national sporting events. It is also one of the most dangerous days on the roads, due to drinking and driving. This year, make the right call and help prevent unnecessary deaths and injuries.

"If your postseason game plan includes alcohol, make sure you have a designated driver in your starting line-up," said Leanna Depue, chair of the executive committee of the Missouri Coalition for Roadway Safety. "It's just one of several easy steps to ensure everyone Arrives Alive at their destination."

Young males, ages 21 to 34, are most likely to be involved in automobile crashes, to drive while impaired and be among those least likely to wear their safety belts. Research also shows that the same group is the core audience for major sporting events like the Super Bowl. Last year in Missouri there were 37 crashes on Super Bowl Sunday that involved an impaired (alcohol and/or other drugs) driver. One person was killed and 14 people were injured.

"We want everyone to make the right decision for Super Bowl," Depue said. "Having a designated driver should be an obvious call in everyone's play book. We encourage everyone to go the extra yard and ensure designated drivers know how much we appreciate their responsible decision to keep everyone safe."

If you are hosting a Super Bowl party:

- Make sure all of your guests designate their sober drivers before kick-off
- 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

*Missouri Coalition
for Roadway Safety*



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- Serve plenty of food and offer a variety of non-alcoholic beverages
- 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
- Have the numbers of local cab companies handy
- And always encourage all partygoers to buckle up coming and going.

Remember, *Fans Don't Let Fans Drive Drunk*. For more information, visit
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