



**GOVERNOR MARKELL PROMOTES
RESPONSIBLE TAILGATING AT DELAWARE RACE**
Teams Up with The Charmer Sunbelt Group, Brown- Forman and Diageo

NEW YORK — September 24, 2009 — Tailgaters Urging Responsibility & Fun (TURF) expands its responsible consumption message into Delaware’s auto racing. Joined by Governor Jack Markell, TURF promotes responsible tailgating to spectators traveling to the state’s biggest auto racing events this weekend. Governor Markell voiced his commitment to the safe and legal consumption of beverage alcohol and to Delaware’s zero tolerance for drunk driving and underage drinking. This responsibility message is broadcast on CBS Sports Radio 610 WIP-AM, leading up to the race days.

“Delaware offers some of the best auto racing in the country. A big part of that excitement is sharing the experience responsibly with friends at the track before and during the race,” said Governor Jack Markell. “Working proactively with the alcohol industry, Delaware recently enacted tough, new drunk driving laws because there is simply no excuse to put lives at risk.”

For the 2009 – 2010 professional football season, former NFL quarterback and WFAN-AM personality Boomer Esiason joins the TURF team as its spokesperson. Esiason joins a talented roster of partners including Brown-Forman, Diageo, The Charmer Sunbelt Group, and select CBS Radio Stations. The TURF program takes a proactive approach to remind sports fans about responsible alcohol consumption. Fans should visit the TURF website www.turfzone.org to learn actionable steps they can take to ensure that the game and the tradition of tailgating are fun and family-friendly.

About TURF – Tailgaters Urging Responsibility & Fun

Tailgaters Urging Responsibility & Fun (TURF) is a program that provides tailgating tips to fans along with messages urging the safe and legal consumption of alcohol. TURF team partners include every tier of the beverage alcohol industry – supplier, distributor, and retailer – along with other concerned stakeholders: The Charmer Sunbelt Group, Brown-Forman, Diageo, several CBS Radio Markets, Wine & Spirits Wholesalers of Connecticut, Inc., The Pennsylvania Liquor Control Board, Florida’s Department of Business & Professional Regulation, Health Communications, Inc. (Providers of the TIPS Programs,) The Florida Retail Beverage Council,

law enforcement and community leaders as well as a number of college and professional football teams. Several CBS Radio Markets will broadcast TURF's message to fans on their way to home games encouraging them to make responsibility part of their game plans and to tailgate responsibly. For more information, please visit www.turfzone.org.

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