



Wednesday, Sept. 16, 2009

For Immediate Release

Contact: Bill Johnston, johnstonb@Chargers.nfl.com

www.Chargers.com, 858-874-4500

Chargers ask fans to enjoy *"Gameday... The Right Way"*

Due to the success of the San Diego Chargers' fan conduct initiative, *Gameday... The Right Way*, the Chargers along with the City of San Diego, San Diego Police Department, Elite Show Services, Ace Parking and Centerplate will continue to provide one of the most exciting and enjoyable fan experiences in the NFL.

"We are pleased to see positive results through our Code of Conduct policy," said **Jim Steeg**, the Chargers' Executive Vice President & Chief Operating Officer. "The policy has helped create a more fan-friendly environment and fewer incidents at games. We continue to see great success with our Designated Driver program. We've been among the top five teams in the NFL for the past three years with the most fans pledging to be designated drivers.

"All of the parties involved, including the fans, have helped create a safe and enjoyable experience at the games."

The goal of *Gameday... The Right Way* is to focus fans' attention on the Fans' Code of Conduct, which the team created in 2006 to remind fans to be considerate and respectful of their fellow fans at all times. The Code of Conduct is in effect from the time fans enter the parking lot to the time they leave the parking lot.

The following are key policies that fans need to be aware of when attending Chargers games this season:

- The parking lot opens four hours prior to kickoff. Vehicles with parking permits can access the parking lot five hours before kickoff.
- Tailgating is allowed only in your own space and no glass containers are allowed.
- In the parking lot, public outreach teams will monitor fan conduct and alcohol issues before entering the stadium. Inside the stadium, trained "alcohol management teams" will continue to monitor fans and promote the Code of Conduct.
- Ticket Scalping Patrols will be in force at every game.
- SDPD and Elite Security will have presence at all stadium gates and inside stadium. Security procedures at the gates include pat-downs.
- Fans are asked to start heading to the entrances one hour prior to kickoff to make it through the gates before the action starts.
- Once in the stadium, there are NO designated smoking areas. And to assure a safe and secure stadium environment, fans are not allowed to re-enter stadium if they exit.
- Alcohol sales begin from the time the entrance gates open and continue until the end of the third quarter. An individual must be 21 years of age to buy alcoholic beverages and proof of age is required. Everyone, regardless of age, must present a valid I.D. for each alcohol purchase. There is a two-drink limit per order until the start of the third quarter. After the start of the third quarter, there is a one-drink limit per order. No alcohol will be sold in the fourth quarter of any game. During the Chargers-Raiders game on November 1 there is a one-drink limit per order and all alcohol sales will be eliminated following halftime.
- Fans will be able to text for assistance during the game to address any concerns they have by texting "Boltsfan", <space> issue and location to 41513.
- Fans can pledge to be a designated driver for each home game at locations inside the Chargers Power Party, near Elevators 1, 2, 4 and at Ramp P. Fans don't let fans drive drunk.
- NEW: Taxis are no longer allowed in the parking lot. Taxis may drop off and pick up on San Diego Mission Rd 50 yards east of the main gate.

The Fans' Code of Conduct states that fans who demonstrate inappropriate and disruptive behavior, including the following, are subject to ejection and season ticket holders risk losing their season ticket account and/or parking privileges for:

- Excessive consumption of alcohol
- Obscene, offensive or abusive language or actions
- Fighting, or otherwise dangerous, abusive or profane behavior
- Unruly or inconsiderate behavior
- Indecent exposure or undressing
- Wearing obscene or indecent clothing
- Smoking, inside the stadium
- Scalping or other improper resale of tickets
- Interfering with security procedures
- Interfering with the progress of the game, going onto the field or throwing any object onto the field or on the stadium premises.
- Any action warranting eviction and/or confiscation of game tickets by SDPD or stadium security.

Event patrons are responsible for their conduct as well as the conduct of their guests and/or persons using their tickets. Even if season ticket holders give away or sell their tickets to a game, the account holder is responsible for the actions of those using the tickets. Event patrons and guests are subject to ejection without refund and potential loss of ticket privileges for future games for violations of the Code of Conduct.

###