

Mayor Proclaims Graduation Season "Good Sports Drive Straight" Months

Facing the glare of television lights focused on a head table that seated all of the leaders of Philadelphia's professional sports' community, a few pro athletes and members of the corporate community, W. Wilson Goode, Mayor of Philadelphia proclaimed the months of April through July as "Good Sports Drive Straight" months.

On Monday, April 28th, the presentation of the proclamation to Peter Zezel of the Philadelphia Flyers and Paul McFadden of the Philadelphia Eagles kicked-off the press conference held at Veteran's Stadium to announce the formation of PAD (Philadelphia Pro Athletes Against Driving Drunk), the first alliance of Philly's four pro teams along with major local corporate sponsors who have united in an effort to deter driving while under the influence during the upcoming prom and graduation season.



Shown here (l-r), Paul McFadden of the Eagles, Peter Zezel of the Flyers, accepting proclamation from Mayor W. Wilson Goode at the April 28th press conference.

Don Tollefson, WPVI-TV, Channel 6 Sports Anchor emceed the conference, introducing Pat Williams of the 76ers, Dave Montgomery of the Phillies, Harry Gamble of the Eagles and

Jay Snider of the Flyers who spoke on behalf of all the organizations in lauding the chief goal of PAD—to save lives on the highways.

Susan Schaefer Ingram introduced

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Letter From The Editor



Much has happened here at Ingram & Picker since the arrival of your last In*Gram. Foremost is our role as founders of the Philadelphia Pro Athletes Against Driving Drunk (PAD). This effort was implemented to save lives on our highways. We hope you have seen the 30 second Public Service Announcements which we co-wrote, produced, and directed with Pat McGrath of Bell of Pennsylvania. It features "Dr. J," Mike Schmidt, Mike Quick and Peter Zezel proclaiming our slogan, "Good Sports Drive Straight."

The concept for PAD was conceived when Shelley and I were looking for a way to unite the Philadelphia pro teams in a meaningful joint community effort. Around the same time, Shelley's daughter, Eden Pontz, who is immediate past president of the Lower Merion

Students Against Driving Drunk (S.A.D.D.) Chapter, was looking for a Philadelphia athlete to become involved in her S.A.D.D. chapter's activities.

From early October 1985 on, Shelley and I pursued our dream of bringing together these, the finest four professional sports teams in the nation, for this cause.

Our philosophy for forming PAD is rooted in statistics. Traffic accidents are one of the leading causes of death in our country today. In 1984 there were 23,500 alcohol-related fatalities on America's roads. In fact, 43.3 percent of all fatal accidents involved blood-alcohol levels of .10 percent or higher. And, more and more it is young lives that are being wasted on our roads and highways.

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Mayor Proclaims "Good Sports Drive Straight" Months (con't)

members of the creative team, all of whom contributed their time and services to bring PAD from "planning stage to center stage," including Pat McGrath, Bell of Pennsylvania, who co-wrote, produced and directed the video PSA; Alan Kline, MRI Advertising, who developed the logo and designed all collateral print materials for the campaign; and Michael Cascio, WPVI-TV, technical advisor.

Said Ingram of the participation of the Eagles, Flyers, Phillies and Sixers, "Although each of our teams cannot always win a world championship, by joining forces in PAD they have championed a world winner."

Gilbert Wetzel, President of Bell of Pennsylvania, spoke on behalf of the other corporate sponsors, who made possible PAD's initial press conference, including Mellon Bank, Coca-Cola Bottling, Philadelphia Stock Exchange, Printing Management Systems Inc. and Shared Medical Systems. Wetzel endorsed the "Good Sports Drive Straight" campaign and praised his fellow corporations' willingness to foster this vital message to the youth of our area.

The conference closed with a screening of the 30 second PSA video that features Julius Erving, Mike Schmidt, Mike Quick and Peter Zezel on Vet Stadium's gigantic screen, Phan-A-Vision. The spot, along with its radio and print counterparts, will be broadcast widely during the upcoming prom and graduation months.

A central part of PAD's program will be area high school personal appear-



Members of PAD's creative team shown here (l-r) top, Paul McFadden, Eagles; Don Tollefson, WPVI-TV; Peter Zezel, Flyers; Michael Cascio, WPVI-TV; Pat McGrath, Bell of PA. Bottom—Alan Kline, MRI Advertising; Susan Schaefer Ingram and Shelley Picker, Ingram & Picker Inc.

ances featuring celebrities, members of the teams and drug and alcohol experts. A few of these were held in May, but it will not be until the start of the September 1986 school season that the visitations begin in earnest. Making these possible will be a significant grant from Partners National Health Plans (PNHP).

New to the Philadelphia area, Partners is a joint effort between Aetna Life Insurance Company, the more than 550 not-for-profit hospitals which constitute the Voluntary Hospitals of America, thousands of affiliated physicians, and a growing number of employers and employees. More information about PNHP will be highlighted in our next IN*GRAM.

Letter From The Editor (con't)

Across the nation, legislators, political leaders and grass-roots groups are lobbying for, and succeeding in, having laws enacted that will deter drunk and drugged drivers from taking the wheel.

The merits of such activity are obvious. Yet, it is a fact that laws alone will not staunch the flow of blood on the highways. Attitude change is what is needed.

And who influences the attitudes of youth? Young people look to modern heroes to shape their own moral codes. Undeniably, for young Philadelphians, some of these heroes are found on the basketball court, baseball and foot-

ball fields and the hockey rink. In the City of Champions, young fans look to the Sixers, Phillies, Eagles, and Flyers for influence, guidance and respect.

And now the professional athletes of Philadelphia have set an attention-getting precedent—forming an alliance to change attitudes and to save lives. We believe that the Philadelphia Professional Athletes Against Driving Drunk will cause quite a stir, not just in our city, but across the nation, and possibly further.

We're going to bring celebrities and representatives of the teams directly into the auditoriums of our schools and

WIN THE ROAD GAMES.

DON'T DRINK AND DRIVE.



JULIUS ERVING



PETER ZEZEL



MIKE QUICK



MIKE SCHMIDT

PAD
PHILADELPHIA
PRO ATHLETES AGAINST DRIVING DRUNK

*Good sports
drive straight.*

Print PSA designed by MRI.

the board rooms and lecture facilities of our corporations. We're going to turn the eyes of the nation on Philadelphia and invite other pro athletes to join us in putting out the word that "Good Sports Drive Straight".

Susan Schaefer Ingram