

# TARGET ZERO

# SUPER BOWL SAFETY BINGO!

## CARD I

Super Bowl Sunday brings people together — and it can be one of the more dangerous days on the road. Inspired by [NHTSA's Fans Don't Let Fans Drive Drunk campaign](#), Target Zero Super Bowl Safety Bingo encourages **safer choices before, during, and after game day**. As you watch the game and travel to or from Super Bowl gatherings, mark off squares when you see or hear a game-day moment, or when someone in your group takes a safe action. Bingo can be a straight line across, down, diagonal, or a pattern of your choosing.

	SOMEONE COMPLAINS ABOUT THE REFS		AN AD FOR A FOOD ITEM AT THE PARTY COMES ON	
SOMEONE SAYS "THIS GAME IS OVER" (AND IT'S NOT)		BUCKLE UP EVERY TIME	A YOUNG FAN WAVES AT THE CAMERA	PLAN YOUR STOPS TO FIT YOUR SCHEDULE
	SOMEONE FORGETS WHAT QUARTER IT IS	FREE SPACE: FANS DON'T LET FANS DRIVE DRUNK	THE PUPPY BOWL IS MENTIONED	
GAME ANNOUNCERS MENTION WEATHER		SOMEONE ASKS FOR A RECIPE	LEAVE A LITTLE EARLY	SOMEONE CHECKS FANTASY STATS
	OPENING COIN TOSS LANDS ON TAILS		AN AD WITH CUTE ANIMALS COMES ON	
FOCUS ON GETTING TO THE ONES YOU LOVE	DON'T FOLLOW TOO CLOSELY			PRESET YOUR PLAYLIST



THE REAL WIN ISN'T FILLING THE CARD,  
IT'S MAKING SURE EVERYONE GETS HOME SAFELY.

\*FOR INTERNAL USE.



# TARGET ZERO

# SUPER BOWL SAFETY BINGO!

## CARD 2

Super Bowl Sunday brings people together — and it can be one of the more dangerous days on the road. Inspired by [NHTSA's Fans Don't Let Fans Drive Drunk campaign](#), Target Zero Super Bowl Safety Bingo encourages **safer choices before, during, and after game day**. As you watch the game and travel to or from Super Bowl gatherings, mark off squares when you see or hear a game-day moment, or when someone in your group takes a safe action. Bingo can be a straight line across, down, diagonal, or a pattern of your choosing.

OPENING COIN TOSS LANDS ON HEADS	 AVOID DRINKING AND DRIVING	SOMEONE ASKS FOR A RECIPE	 BUCKLE UP EVERY TIME	THE PUPPY BOWL IS MENTIONED
 PLAN YOUR STOPS TO FIT YOUR SCHEDULE	AN AD WITH CUTE ANIMALS COMES ON	 LEAVE A LITTLE EARLY	SOMEONE SAYS "THIS GAME IS OVER" (AND IT'S NOT)	 PLAN A SOBER RIDE-SHARE
AN AD FOR A FOOD ITEM AT THE PARTY COMES ON	 WATCH FOR OTHER ROAD USERS	FREE SPACE: FANS DON'T LET FANS DRIVE DRUNK	 DON'T FOLLOW TOO CLOSELY	SOMEONE COMPLAINS ABOUT THE REFS
 USE GPS FOR BETTER ROUTES	GAME ANNOUNCERS MENTION WEATHER	 PRESET YOUR PLAYLIST	A YOUNG FAN WAVES AT THE CAMERA	 SLOW YOUR ROLL TO THE SPEED LIMIT
SOMEONE CHECKS FANTASY STATS	 SET PHONE TO "DO NOT DISTURB"	OPENING COIN TOSS LANDS ON TAILS	 FOCUS ON GETTING TO THE ONES YOU LOVE	SOMEONE FORGETS WHAT QUARTER IT IS

THE REAL WIN ISN'T FILLING THE CARD,  
IT'S MAKING SURE EVERYONE GETS HOME SAFELY.

\*FOR INTERNAL USE.



# TARGET ZERO

# SUPER BOWL SAFETY BINGO!

## CARD 3

Super Bowl Sunday brings people together — and it can be one of the more dangerous days on the road. Inspired by [NHTSA's Fans Don't Let Fans Drive Drunk campaign](#), Target Zero Super Bowl Safety Bingo encourages **safer choices before, during, and after game day**. As you watch the game and travel to or from Super Bowl gatherings, mark off squares when you see or hear a game-day moment, or when someone in your group takes a safe action. Bingo can be a straight line across, down, diagonal, or a pattern of your choosing.

SOMEONE CHECKS FANTASY STATS		A YOUNG FAN WAVES AT THE CAMERA		AN AD WITH CUTE ANIMALS COMES ON
	THE PUPPY BOWL IS MENTIONED		OPENING COIN TOSS LANDS ON HEADS	
SOMEONE FORGETS WHAT QUARTER IT IS		FREE SPACE: FANS DON'T LET FANS DRIVE DRUNK		SOMEONE ASKS FOR A RECIPE
	AN AD FOR A FOOD ITEM AT THE PARTY COMES ON		OPENING COIN TOSS LANDS ON TAILS	
SOMEONE SAYS "THIS GAME IS OVER" (AND IT'S NOT)		SOMEONE COMPLAINS ABOUT THE REFS		GAME ANNOUNCERS MENTION WEATHER



THE REAL WIN ISN'T FILLING THE CARD,  
IT'S MAKING SURE EVERYONE GETS HOME SAFELY.

\*FOR INTERNAL USE.



# TARGET ZERO

# SUPER BOWL SAFETY BINGO!

## CARD 4

Super Bowl Sunday brings people together — and it can be one of the more dangerous days on the road. Inspired by [NHTSA's Fans Don't Let Fans Drive Drunk campaign](#), Target Zero Super Bowl Safety Bingo encourages **safer choices before, during, and after game day**. As you watch the game and travel to or from Super Bowl gatherings, mark off squares when you see or hear a game-day moment, or when someone in your group takes a safe action. Bingo can be a straight line across, down, diagonal, or a pattern of your choosing.

 AVOID DRINKING AND DRIVING	 AN AD WITH CUTE ANIMALS COMES ON	 DON'T FOLLOW TOO CLOSELY	 GAME ANNOUNCERS MENTION WEATHER	 PRESET YOUR PLAYLIST
 AN AD FOR A FOOD ITEM AT THE PARTY COMES ON	 FOCUS ON GETTING TO THE ONES YOU LOVE	 SOMEONE CHECKS FANTASY STATS	 SET PHONE TO "DO NOT DISTURB"	 OPENING COIN TOSS LANDS ON HEADS
 PLAN A SOBER RIDE-SHARE	 THE PUPPY BOWL IS MENTIONED	 FREE SPACE: FANS DON'T LET FANS DRIVE DRUNK	 SOMEONE SAYS "THIS GAME IS OVER" (AND IT'S NOT)	 LEAVE A LITTLE EARLY
 OPENING COIN TOSS LANDS ON TAILS	 BUCKLE UP EVERY TIME	 SOMEONE FORGETS WHAT QUARTER IT IS	 WATCH FOR OTHER ROAD USERS	 SOMEONE COMPLAINS ABOUT THE REFS
 USE GPS FOR BETTER ROUTES	 A YOUNG FAN WAVES AT THE CAMERA	 SLOW YOUR ROLL TO THE SPEED LIMIT	 SOMEONE ASKS FOR A RECIPE	 PLAN YOUR STOPS TO FIT YOUR SCHEDULE

THE REAL WIN ISN'T FILLING THE CARD,  
IT'S MAKING SURE EVERYONE GETS HOME SAFELY.

\*FOR INTERNAL USE.

