

P.R.I.D.E.

PRIDE in Yourself.



PRIDE in the Game.

P Positive Heinz Field Experience

R Respect Each Other

I Integrity

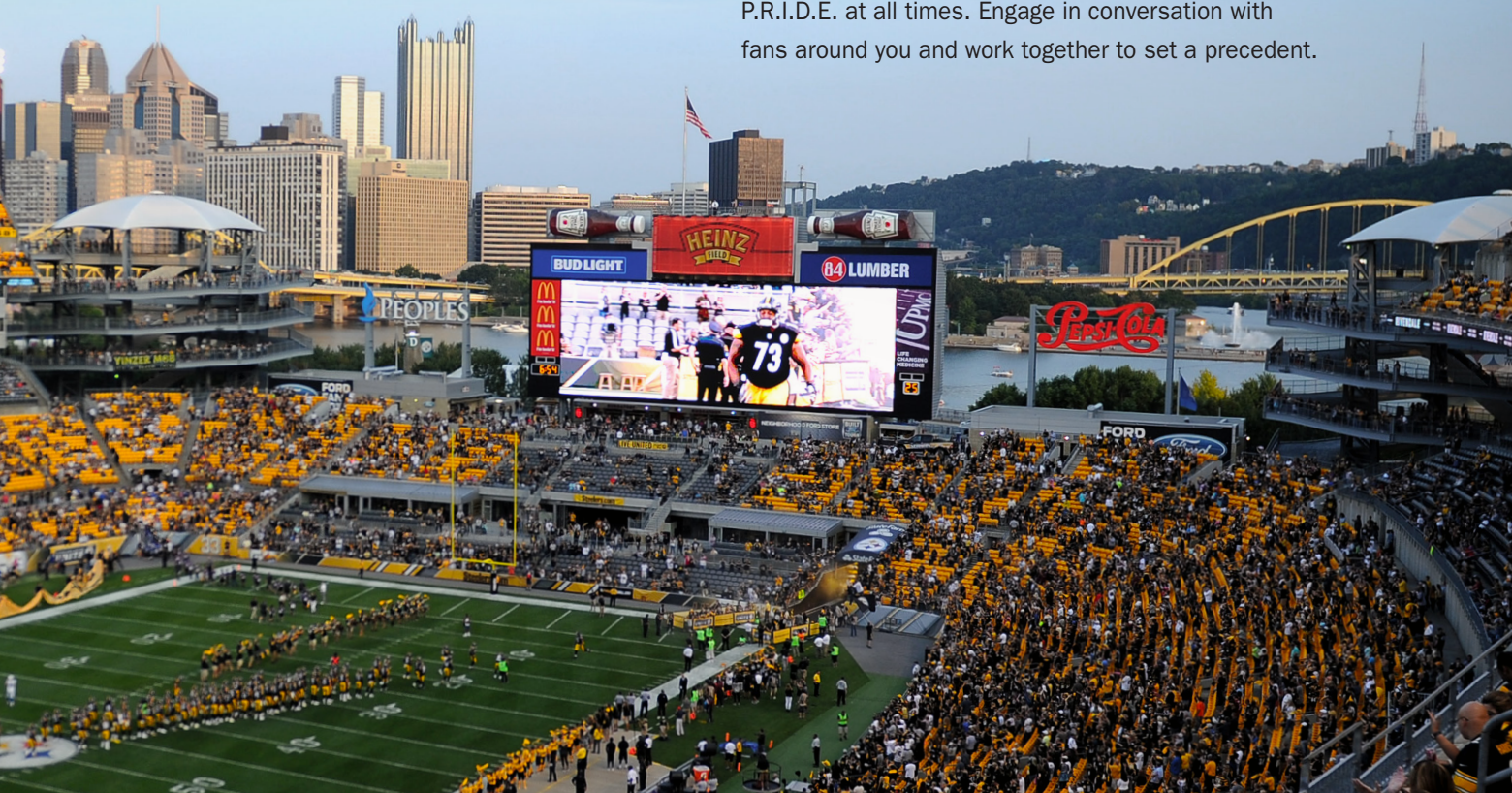
D Dignified Behavior

E Excellence On and Off the Field

Heinz Field and the Pittsburgh Steelers are committed to creating a safe, comfortable and enjoyable sports and entertainment environment. Our goal is to provide a positive Heinz Field experience linked together by the fans, staff and players. Heinz Field has enhanced our Guest Services Program to benefit YOU.

We have developed a Fan Code of Conduct that has been designed to set fan behavior guidelines and to encourage all of our fans to enjoy the game with P.R.I.D.E. It is to be a constant reminder of the importance of a fan-friendly environment.

You can help our campaign by conducting yourself with P.R.I.D.E. at all times. Engage in conversation with fans around you and work together to set a precedent.



*Together, we are ALL part of the components to achieve **P.R.I.D.E.***



**FOR ASSISTANCE
OR EMERGENCIES**

TEXT PITT33 to the number 69050

CALL 412.697.7766