

TECHNOLOGY

Improving Lives

Excuses, Excuses—Sports Fans Sink To New Lows To Get The Score

(NAPSA)—Sports fans can be over the top when it comes to being there for their team. When daily activities get in the way of sports, die-hard fans can come up with an amazing variety of crazy schemes to catch the big game instead of attending to work, family and other obligations.

A recent contest found the top 10 reasons for having to miss the big game:

- Work
- Wife/girlfriend/spouse
- Family obligation
- Social engagement
- Religious service
- Business travel
- Hospital visit
- Illness
- School
- Vacation

A sampling of stories from semifinalists in the recent “How Low Did You Go to Catch the Big Game?” contest (at www.howlowdido.com) demonstrates the lengths to which some sports fans will go to stay in touch with their favorite teams.

To get out of working on the biggest Sunday of the football season, for example, one man faked a seizure. His “seizure” landed him in a comfortable hospital room, where he watched the big game. One baseball fan faked a broken leg to get out of his girlfriend’s formal dance so he could see a professional baseball game, and ended up wearing a cast for six weeks to support his story.

However, tales about fans putting it all on the line to feed their craving for scores and statistics could soon be history.



Tom Arnold checks the scores of his favorite sports teams on his Smart Watch. He recently worked with Microsoft to seek out America’s craziest sports fans in the national “How Low Did You Go” contest.

Now, thanks to new wrist-watches based on Microsoft technology, sports fans can get information delivered directly to their wrist, so they don’t have to risk their happy home to get the score. Smart Watches for MSN Direct deliver information straight to sports fans’ wrists. Fans can pick exactly what data they would like to receive, be it the score of their alma mater, their cross-state rival or their hometown basketball team. They can also receive news, weather updates, stock quotes, personal messages, calendar appointment reminders and more, all on their Smart Watches for MSN Direct. Learn more at www.msndirect.com.