

How Do “Ultimate” NFL Fans Behave?

(NAPSA)—The football season is moving into high gear as teams vie for victory each weekend. They travel, they prepare, they support, they tailgate...they tailgate?

Each weekend over 500,000 NFL fans turn out to support their teams. Traveling long distances, crowding roadways and arriving hours before kickoff, many NFL fans argue that their football passion is a way of life, not simply a hobby.

Researchers scoured the NFL to report on how ultimate football fans participate in the game they love beyond simply attending games:

- **Far, Far Away**—Teams have established networks for fans that have moved far away from their teams. The Green Bay Packers created the “Packer Watch List” specifically to assure that every Packer fan can watch the games in any city with fellow Packer fans. Look on www.packers.com for more information.

- **Get Involved with Your Team Off the Field**—Teams have connections to various local and national charities such as the NFL Quarterback Award. The program recognizes outstanding fan volunteers in each NFL market and awards more than \$1 million to the charitable organizations they serve. Look on www.NFL.com or team Web sites such as www.sf49ers.com for more information on this and other charities.

- **Prove Yourself**—Millions of



fans support the NFL, but how many have what it takes to be an ultimate fan? For the fourth year, the Visa Hall of Fans contest looks to honor one ultimate fan from each NFL team in a unique fan-only exhibit at the Pro Football Hall of Fame as well as honoring the fans' dedication on field during a home game. Look on www.visa.com for contest information, rules and entry forms.

- **Take a Walk in Their Shoes**—Mini-training camps, such as the Jets' Zone, are held outside stadiums before kickoff. Fans can participate in punt, pass and kick drills to hone their game's basic skills. Look on www.newyorkjets.com or your favorite team's Web site for more information.

Fan loyalty is valued well beyond ticket sales. If you're a football fan, look on NFL.com or your favorite team's Web site to find an abundance of free team information, contests and events where you can show what you're made of: an ultimate fan.