

Tailgating Tips

Anyway You Slice It, At-Home Tailgating Just Got Easier

(NAPSA)—Good news for college football fans and pizza lovers who want to score points with their next at-home tailgate party.

There's a new website that's a one-stop shop for all things tailgating this fall football season. The site offers timely tips as well as content to get visitors in the sporting spirit. Unique college trivia and content is also provided, as well as party-planning tips and recipes that'll have hungry guests cheering.

TailgateAtYourPlace.com is a new college football online platform that highlights Schwan's Consumer Brands' Red Baron®, Freschetta® and Tony's® pizzas. Additionally, the pizza brands will have special promotional packaging tied to the sponsorship program, set to run through Jan. 10, 2015.

Fans will be encouraged to visit the website daily for chances to win prizes. More than \$150,000 in daily and monthly grand prizes will be awarded. Prizes include five monthly sweepstakes of \$10,000 cash, a home-entertainment makeover and a kitchen makeover.

Consumers earn sweepstakes entries by playing the Instant Win Game and earning bonus sweepstakes entries by visiting areas on the site. Specially marked pizza packages tied to the sweepstakes are available at retailers nationwide.

A Popular Trend

"With 83 percent of college football fans choosing to watch games from home and 61 percent of fans hosting a game party at home at least once a month, 'tailgating' at home has never been more popu-



tailgateatyourplace.com 

There's a new website that's a one-stop shop for all things tailgating this fall football season. Visitors will find party tips, recipes, sweepstakes and more.

lar," said Kevin McAdams, president of Schwan's Consumer Brands. "We are happy to facilitate the trend, taking living-room tailgating to a new level with our exciting college football integrated promotion."

The universities participating in Schwan's Consumer Brands' football sponsorship are Georgia, Michigan, Vanderbilt, South Carolina, Arkansas, Minnesota, Tennessee, Auburn, Florida, Illinois, Missouri, Mississippi, Alabama, Kentucky and Ohio State.

Schwan's Consumer Brands, Inc. is a subsidiary of The Schwan Food Company. Its products can be found in grocery and club stores throughout the United States.

To learn more, visit www.tailgateatyourplace.com.