

# ENTERTAINING IDEAS

## Halftime Happiness

(NAPSA)—Over 7,500 football fans in Rochester, New York experienced the magic of a Pepsi Super Bowl halftime show after recently being crowned the most hyped hometown in America. As a reward for showcasing their hype, Rochesterians received the experience of a lifetime—their very own Pepsi halftime show with an exclusive concert headlined by singing/songwriting duo Nico & Vinz. Pepsi continued to deliver the hype in unexpected ways by



**Football fans in Rochester, N.Y. experienced the magic of a Pepsi Super Bowl Halftime Show on Sunday, January 18 as a reward for winning Pepsi's "Hype Your Hometown" contest.**

surprising the town with special guest appearances from Buffalo Bills new head coach Rex Ryan and star wide receiver Sammy Watkins. The town takeover also included mobile Hype Squads and vending machines that offered fans a chance to win VIP passes or meet and greets.

In addition to scoring a once-in-a-lifetime Pepsi halftime extravaganza, nearly 40 Katy Perry fans from Rochester were the lucky winners of tickets to the Pepsi Super Bowl XLIX Halftime Show in Arizona featuring global superstar Katy Perry on February 1.

Pepsi first launched the search for the most Hyped Hometown in America on Thanksgiving with a TV spot featuring country music superstar Blake Shelton. Pepsi invited fans across America to visit [www.pepsi.com/halftime](http://www.pepsi.com/halftime) and register by specific location to share how they and their friends got hyped for a chance to win the ultimate halftime experience. Since its launch, fans from all over the country submitted photos and videos showing off their passion for Pepsi and the Pepsi Super Bowl XLIX Halftime Show.

This contest is just one of the many ways Pepsi is inviting fans to get "Hyped for Halftime," as part of its mission to deliver the spirit of halftime in unexpected ways all season long. Make sure to tune in to the Pepsi Super Bowl XLIX Halftime Show featuring Katy Perry on February 1 to see how Pepsi brings the hype to Phoenix and turns America blue and white. For more information on Pepsi's "Hype Your Hometown" contest, visit [www.Pepsi.com](http://www.Pepsi.com).