

SPORTS SHORTS

In U.S., Football A Way of Life

Fans Vie For Chance To Win The Ultimate NFL Experience

(NAPSA)—On any given Sunday, from September through January, approximately 120 million Americans dedicate their entire day to one cause—supporting their favorite National Football League (NFL) team.

With the love of football comes dedication and a commitment to stand by your team, whether celebrating a dynamic victory or shouldering a loss. It is this passion that draws fans in, making football less a spectator sport and more a society unto itself. Familiar rituals have extended beyond game day to include trends such as fantasy football, proving that fans want to get as close as they can to the action.

“Once the football season starts, I know where to find my husband on Sunday afternoons,” says Susan Mather from Charlotte, NC. “Between his fantasy football league and tailgating parties, it’s all football all the time until the Super Bowl is over.”

Now, NFL fans have the opportunity to get up close and personal with their favorite team by entering a national sweepstakes to win an unprecedented, once-in-a-lifetime chance to experience the exhilaration of live-action NFL football from the sidelines.

The “Season of a Lifetime Sweepstakes,” created by Prilosec OTC, a proud sponsor of the NFL, will offer one lucky fan the ultimate football experience with a favorite NFL team. The sweepstakes winner and three family members or friends will receive first-class treatment, including travel, to attend all regular season games during the 2006 season, plus the Super Bowl and Pro Bowl.



Entries for the Season of a Lifetime Sweepstakes are being accepted now.

They'll also receive all-access passes to pre-season events including NFL draft day and training camp and behind-the-scenes access to major team events.

“An opportunity of this magnitude has never been offered through the NFL before,” said Kip Olmstead, Brand Manager, of Prilosec OTC. “The winners will get to experience the excitement on the field almost as if they were suiting up for the game themselves.”

Sufferers of frequent heartburn know that a day without heartburn is truly the ultimate experience. Prilosec OTC, the number-one over-the-counter remedy for frequent heartburn (heartburn that occurs two or more days a week), provides relief for 24 hours with one pill a day, when used as directed for 14 days for treating frequent heartburn.

Entries for the “Season of a Lifetime Sweepstakes” will be accepted now through February 2006 with the winner being announced at draft day 2006. For the official rules and more information on how to enter, visit www.prilosecotc.com.