

Virtual Tailgating—A Win-Win Proposition For More Backyard Fun

(NAPSA)—For the thirteen percent of Americans who “tailgate” at least once a year but find certain aspects of the experience less than enjoyable, there is now an easier, more comfortable, less expensive and time-consuming way to go. When football season is upon us, it’s time to consider “virtual tailgating”—a great way to enjoy the game, race or concert in the comfort and ease of your own backyard!

Think about it: no traffic, no hassles parking, no rainouts, no strangers coming by to mooch your food and beverages and no waiting in line.

Just you, your family and friends, having fun with your trusty grill and a TV set. No car, no gas to buy, no need to cart along multiple coolers of food and beverages, no long crawls in traffic. Enjoy the game or race close up, with replay and slo-mo. Sound good? Read on.

In a recent independent survey of more than 1,000 American consumers, the Hearth, Patio & Barbecue Association (HPBA) learned that 79 percent of tailgaters drive less than two hours round trip and that more than half of them tailgate more for the fun of it than for the event itself.

The major attraction by far is football games, with concerts,



auto races and other sporting events next in line. What consumers like most about tailgating is spending time with friends. What they like least is traffic and parking problems, using portable facilities, bad weather and having uninvited strangers mooch their food and beverages.

Food favored by the tailgaters surveyed includes burgers, hot dogs and sausage, chicken, ribs and steaks.

When asked what item they would not leave home without, consumer responses included chairs, beer, toilet paper, the grill and a radio or TV.

In case you haven’t gotten the point, all it takes to virtually tailgate is what is already in your backyard plus a TV set and friends. Ninety million U.S. households barbecue (85 percent of all families). Virtual tailgating is simply the great new way to go (in other words, you don’t need to go!).