



MEDIA ADVISORY

Texas Pete® Tailgate Tour to Capture Nittany Lions vs. Fighting Illini Game Day Experience for FSN's SEC Gridiron LIVE, Facebook and YouTube

- WHO:** The Texas Pete® Flavor of Football Tailgate Tour team is on the road this week at the Illinois vs. Penn State football game, including everyone's favorite spokesmodel, Miss Texas Pete. The team will be handing out free samples of Texas Pete® Original, and Buffalo Wing hot sauces as they capture the Nittany Lions game day experience on video for Fox Sports Network's SEC Gridiron LIVE show, as well as Facebook and YouTube. They'll be on the lookout for the most outstanding tailgate parties at the game with that special Nittany Lions style to show the rest of the country how it's done in Pennsylvania. They'll also be telling fans how to register for the [Texas Pete® Ultimate Tailgate Contest](#) for a chance to win a \$3,000 prize package; including everything a fan could need to make their tailgate party "the ultimate" among Nittany Lions fans. More information is available at [TexasPeteTailgate.com](#), [facebook.com/texaspete](#) and [youtube.com/texaspete](#).
- WHEN:** The Texas Pete® Tailgate Tour team will be in the stadium parking lot from 9:00 a.m. to 12:00 p.m. to catch all of the pre-game tailgate party action.
- WHERE:** The Texas Pete® sampling team and production crew will be located at Beaver Stadium in The Street Fair area.
- WHY:** This is an opportunity to do a story about the Nittany Lions tailgate experience, the creative ways that fans celebrate their favorite team, and about some of the interesting ways that companies connect with their fans through the unique experience of America's favorite sport – football. Plus, you'll have the opportunity to meet the fabulous Miss Texas Pete.
- VISUALS:** Lots of excited fans showing off their tailgate style, creative Nittany Lions attire, and barbecue extravaganzas. And, of course, Miss Texas Pete.
- CONTACTS:** Tracy Shilobrit
Director of Public Relations
The Sales Factory
262-825-2613
tracys@salesfactory.com
- Glenn Garner
Director of Marketing
TW Garner Food Company
800-476-7383