



Bud Light brings taste of Training Camp to Fans with Bud Light's NFL Fan Camp

August 4, 2011

Mobile Tour to Visit 60 Cities Beginning in September; will be in Des Moines September 17-18.

DES MOINES, IA – This NFL season, Bud Light – the favorite beer of NFL fans – is bringing adult fans a taste of an NFL training camp with the new Bud Light Fan Camp mobile experience. Launching in September, Bud Light Fan Camp will visit 60 cities over the course of 15 weeks, challenging consumers* to compete in traditional and non-traditional NFL skills tests, each with a Bud Light twist. It will be coming to Des Moines, IA September 17-18th with on-premise promotions starting mid-August.

At the on-premise promotions, consumers will compete in a bracket-style tournament of EA SPORTS Madden NFL 12 mini-games. The winning consumer will receive a pass that gives them and 3 other team members a spot in the Bud Light NFL Fan Camp finals on Sunday, September 18th. The other way team's can earn a spot is by attending the open tryout Saturday, September 17th. Find out locations for on-premise promotions at www.dolldistributing.com, Budweiser DSM facebook page or follow DollIDsm on Twitter.

During the 60-city tour, teams of four consisting of two males and two females (21 years of age and older at time of participation) will compete against each other in a series of unique drills – including a field goal kick, precision pass, relay races, “cannon” catch, EA SPORTS Madden NFL 12 competitions and flag football – that combine traditional football skills with the fun spirit of Bud Light. Teams will earn points during each event, and the team that amasses the most points will receive a trip to the 2012 Pro Bowl in Honolulu, Hawaii and the opportunity to represent their city at the Bud Light Fan Camp Finals at Aloha Stadium the day after the Pro Bowl.

“Fans are looking for new ways to immerse themselves into the NFL, and as the official beer sponsor of the league, we’re bringing them once-in-a-lifetime experiences all season as only Bud Light can,” said Mike Sundet, senior director, Bud Light. “Fan Camp is our spin on an NFL training camp – we’ve kept the competition and football skills challenges, but combined it with the social spirit of Bud Light.”

Visit www.facebook.com/BudLight in September for the official Bud Light Fan Camp schedule, contest rules and pre-event registration. For questions or media inquiries, please contact Greg Mullen at gmullen@dolldistributing.com or at 515-202-9329.