



OROWEAT'S \$1,000,000 HEALTH KICK

Fan Gets a Chance to Win Big at Pac-10 Game

This Fall, at the Oregon Ducks/USC Trojans football game in Eugene, Ore., Oroweat, the official bread of the Pac-10 Conference, gave a lucky consumer the chance to win \$1,000,000!

Advertised during "Running with the Pac" and in stores throughout the Western United States, **Oroweat Health Kick promotion** invited consumers to sign up at Oroweat.com between Sept. 10 and Oct. 7 for a chance to win an all-expense paid trip for two to a nationally televised Pac-10 game and a chance to make a 35-yard kick

through a giant Oroweat "O" at halftime for the \$1,000,000 prize to be paid by Odds On Promotions.

While contestant Ian Kapros from McKinleyville, Calif. gave it his all, he didn't quite have the accuracy needed to win the million-dollar kick. However, Oroweat and the Pac-10 didn't send the young man home empty handed. Kapros was awarded a "healthy" \$5,000 consolation prize just for trying.

Lindsey Fahy, Account Coordinator with Pac-10 Sports Properties/Fox Sports Net, helped orchestrate the



promotion and pointed out that it generated a "healthy response" with 3,000 online registrations. Fahy also noted that, "**Linda Thomson, our Odds On rep was awesome. She was on top of it and super flexible.**"



Want to run your own online-to-onfield or on-court contest? Call Odds On today at 888-827-2249.

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