

# GREAT AMERICAN RIVALRY SERIES



*"I play for the Pittsburgh Steelers, I played at Georgia and won a National Championship, but nothing compares to the three Great American Rivalry wins we had at Hoover vs Vestavia, I still have my GARS MVP award, and hat."*

- George Pickens Pittsburgh Steelers WR

**200**

COMMUNITIES  
NATIONWIDE

**100**

RIVALRY GAMES  
EACH YEAR

**46**

STATES  
TRAVELED

**1186**

GAMES  
ACTIVATED

**9.5 MM**

FANS IN  
ATTENDANCE

**20**

MILLION FANS  
REACHED

*"We park cars at our local rivalry game every year, and our salesmen tell us we get more leads that night than any other thing we do. We love it, this is a no-brainer for us."*

- Automotive Brand