

Every Day is a Super Bowl Sunday Here – February 11th

Just in case you did not know, tonight is the Super Bowl. Who's cheering for the _____? Is anyone cheering for the _____? How many of you will watch but only for the ads? Here are some interesting facts:

- Last year Americans spent \$13.9 billion on the Super Bowl, mostly on food.
- The average spend per household was \$74.55.¹
- \$6.5 million is the price tag for a 30-second ad this year, an increase of \$1 million from last year.²
- 100 million viewers typically watch a Super Bowl.

With numbers like that, it is easy to see that the Super Bowl has become an American tradition that even non-football fans enjoy.

The irony is that only a few will remember who won the game ten years from now!

Billions of dollars are spent on one game that, in the end, will not change anything about the course of history or make the world a better place. Tonight's game will soon be over, but the world's troubles continue.

We exist; state **Your Vision Statement!** We don't focus on one event, game, or night. For us, every day is a Super Bowl Sunday here. We see lives impacted for eternity each week here.

That is one reason we never apologize for taking up an offering to accomplish all we do. We don't plead or beg you to give; we tell you what your gift does. We don't use guilt because we want you to give freely and willingly. We take up an offering as an act of worship for a God who gives us so much.

1. <https://www.alliantcreditunion.org/money-mentor/how-much-do-americans-spend-on-the-super-bowl>
2. <https://myrepubliconline.com/super-bowl-lvi-2022-advertisement-price-companies-advertising-advertisers-in-first-super-bowl/>