

How Important is the Super Bowl?

Just in case you missed it or you have been in Africa let me announce that tonight is the Super Bowl! How many of you are going to cheer for the Falcons? How many of you are going to cheer for the Patriots? How many of you don't care who wins? How many of you are willing to admit that the only reason you watch the Super Bowl is for the commercials? We have a few honest people here.

Even if you are not a sports fan you have to admit that the Super Bowl is, well, Super! Consider this...

- 100 million plus people will watch the game.
- \$15.5 BILLION was spent on last year's Super Bowl.
- \$6,000 is the average reseller price for a ticket to the game.
- \$5 million dollars is the cost for one 30 second commercial.
- \$4 BILLION dollars will be wagered on the Super Bowl tonight. Most illegally!

That is a lot of attention, time and money for something few will remember in the years ahead. For instance can you tell me without Googling it who won Super Bowl VIII? Since that was in 1974 you might not have even been born. The Miami Dolphins beat the Minnesota Vikings 24-7 by the way.

All this just shows that we sometimes get excited about things that are temporal. Don't get me wrong I will be watching the commercials and maybe the game just like you. I probably won't spend the average \$82.19 that Americans will spend on food, décor and team apparel but I am going to watch. Yet the results won't change my life. Ten years from now I might not even be able to remember who won. So, while it is fun it is not eternal.

What is eternal is the work of this church. We exist, **STATE YOUR VISION STATEMENT.** What we do here matters. This is not a game. Lives are at stake. Each and every day we are hear meeting the needs of people. We are helping extend the love of God to those around us. We are not playing for a ring or a trophy we are about helping connect people to the love of Christ. That is what this offering today is about.

The work we do for Christ is more important than who wins tonight. The gift you give today will far outlast whatever is spent on celebrating a bunch of guys chasing a pigskin around a small pasture. How important is the Super Bowl in the scope of things? Not much. How important is our work for Christ? Priceless!