

The 50th Super Bowl

OK, just in case you missed it tonight is the Super Bowl! Anyone in here for _____? How about any _____ fans? How many of you don't care but will watch for the commercials? It is funny that often the buzz around the water color the morning after is not about the game but the commercials.

Did you realize this is the 50th Super Bowl? Most can't remember the first one. Just for your information and to save you Googling it while I talk, the Green Bay Packers beat the Kansas City Chiefs in the first Super Bowl. Unless you are a fan of either of those teams or you are a trivia nut you probably did not know that. Who could name all 49 previous winners?

A lot has changed since that first Super Bowl in 1967. Consider that...

Then the cheapest ticket cost \$6 and now the cheapest ticket will run over \$3K.

Those commercials we love to watch? A 30 second commercial for this year's game will cost \$5 million for an average of \$167K per second! In Super Bowl I commercials sold for \$42,000!

So a lot has changed since that first Super Bowl. Another thing that has changed is that Americans use to give more to their church than they do now. In 1967 Americans gave over 3% of their disposable incomes to their church. Today that percentage is about 2%! The irony is that contrary to what we think we make more money today than we did in 1967. Personal income for Americans increased 137% while giving decreased 28%! So we make more but give less!

Let me tell you one thing that has not changed in 50 years. People need Jesus just as badly now as they did then. I want you to know that every time you give here you help us share the love of Christ and potentially reach another person for Christ. So why not on this Super Bowl Sunday we give a super offering to help us reach our world!