



## GUINNESS AND PRO FOOTBALL HALL OF FAME MAKE 2011 SEASON ABOUT THE FANS

### *ICONIC STOUT TO HONOR GAME'S BOLDEST*

**NEW YORK (September XX, 2011)** – The country can finally proclaim that it's football season and one thing is certain—the fans are ready. There are fans of the game, and then there are fans that *change* the game. To pay tribute to those bold fans who display an elite amount of character, confidence and conviction, GUINNESS® and the Pro Football Hall of Fame today announce their 2011 season partnership and their search for the game's boldest fans.

With more than 250 years of history and a distinct taste, GUINNESS is known for being the bold choice when choosing a beer on game day. As such, the brand's partnership with the Pro Football Hall of Fame aims to celebrate those bold fans that demonstrate their unwavering team loyalty, passion and commitment each fall. Whether through its Facebook bronzing application or the grand prize trip to Indianapolis, GUINNESS and the Pro Football Hall of Fame will honor fans everywhere that have made extraordinary contributions to better the football fan experience.

"The Pro Football Hall of Fame features some of history's most iconic athletes, yet the game involves more than the players themselves," said Doug Campbell, GUINNESS Brand Director. "This partnership lends itself to recognize those bold individuals who stand out from the crowd and immerse themselves into the action. These are the fans that GUINNESS wants to uncover and honor."

Between now and October 31<sup>st</sup> U.S. residents, who are at least 21 years of age at the time of entry, can visit [www.Facebook.com/GuinnessUS](http://www.Facebook.com/GuinnessUS) to make their case for why they are one of the country's boldest fans. Up to ten grand prize winners will be chosen based on their ability to prove their passion for the game, demonstrate their dedication to their team and convince the judging panel of legendary Pro Football Hall of Famers that their excitement is contagious.

"Every year the Pro Football Hall of Fame welcomes a new class, each inductee possessing qualities that differentiate him from the one before," said George Veras, President, Pro Football Hall of Fame. "This search will be no exception. Each candidate will undoubtedly be unique and certainly possess a boldness that is comparable to none—a characteristic for which GUINNESS is known."

"It's the type of fan who plans the ultimate tailgate or the designated driver that makes sure everyone gets home safely during the playoffs," Campbell continued. "These are the types of bold fans Guinness is searching for."

Selected fans will be honored, receiving their own bronze bust at Guinness' unveiling ceremony in Indianapolis, and will be given the opportunity to attend the Pro Football Hall of Fame Class of 2012 Selection Show, airing live Saturday, February 4, 2012 on the NFL Network.

New this year and as part of its partnership, GUINNESS opened a unique and special exhibit within the Pro Football Hall of Fame, dedicated to showcasing football's boldest fans. As memorable icons of the sport, the brand honors these fans in much the same way that the Hall of Fame recognizes football legends, record holders and league MVPs.

With the first kickoff approaching, GUINNESS expects this season to be nothing short of bold moments on the field and bold fans in the stands. Whether you're the fan who lives for Sunday or the one who defends your team at a rival's tailgate, GUINNESS reminds everyone to celebrate responsibly and to always drink in moderation.

For more information, official rules and to find out how you can bronze yourself using Guinness' Facebook application, visit [www.Facebook.com/GuinnessUS](http://www.Facebook.com/GuinnessUS).

### **About GUINNESS®**

GUINNESS® enjoys a global reputation as a uniquely authentic Irish beer and the best-selling stout in the world. Famous for its dark color, creamy head and unique surge and settle, this distinctive beer has been brewed at the St. James's Gate brewery in Dublin, Ireland since 1759. Over 10 million glasses of GUINNESS beer are enjoyed every single day around the world, and 1.8 billion pints are sold every year. GUINNESS is available in well over 100 countries worldwide and is brewed in almost 50. Also from the makers of GUINNESS, SMITHWICK'S, Ireland's oldest and best selling ale and HARP Lager, whose name pays tribute to the GUINNESS logo and the national symbol of Ireland. Additional information about GUINNESS can be found at [www.guinness.com](http://www.guinness.com).

### **About the Pro Football Hall of Fame**

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame's mission is to honor individuals who have made outstanding contributions to professional football; to preserve professional football's historic documents and artifacts; to educate the public regarding the origin, development and growth of professional football as an important part of American culture; and to promote the positive values of the sport. For more information, please visit [ProFootballhof.com](http://ProFootballhof.com); @ProFootballHOF on Facebook and Twitter.

### **About Diageo**

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include

Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com).

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**Media Contacts:**

Maeve Hagen, Taylor  
(212) 714-5743  
[mhagen@taylorstrategy.com](mailto:mhagen@taylorstrategy.com)

Jim Sias, Diageo  
(646) 223-2305  
[jim.sias@diageo.com](mailto:jim.sias@diageo.com)