

Taco Bell to Give One Lucky Fan a Chance to Pitch for \$1 Million During MLB All-Star Game Pre-Game Ceremonies

2005-07-06

Making the trip to Detroit for 2005 Major League Baseball All-Star Week and the 76th Major League Baseball All-Star Game may pay off in a million ways for one lucky fan.

Taco Bell, the "official quick service restaurant" of Major League Baseball, is giving one All-Star Week attendee a chance to win \$1 million through the "Rapid Fire" promotion during pre-game ceremonies for the 76th Major League Baseball All-Star Game on Tuesday, July 12.

The challenge: to throw at least five baseballs through the Taco Bell target within 30 seconds. To help accomplish this task, former Detroit Tigers All-Star pitcher Mark "The Bird" Fidrych, who earned national attention for his skill and "Outside the Bun" antics on the mound, will join the fan on field as a personal pitching coach.

This is the second consecutive year in which Taco Bell is hosting the "Rapid Fire" Promotion at the MLB All-Star Game. Last year, America witnessed the making of a Taco Bell millionaire -- Tom Grey of Houston, TX -- who successfully fired five balls through the target with one second to spare prior to the 75th Midsummer Classic in Houston.

"We thought the first time around was amazing, but it would be unbelievable to make yet another baseball fan a millionaire this year," said Greg Creed, Chief Marketing Officer, Taco Bell Corp. "Major League Baseball All-Star Week is full of memorable moments, and Taco Bell hopes to add even more excitement to the overall experience."

"Since becoming a corporate sponsor last season, Taco Bell has been an innovative and enthusiastic marketing partner of Major League Baseball," said Tim Brosnan, Executive Vice President, Business, Major League Baseball. "We certainly hope that this year's 'Rapid Fire' Sweepstakes provides as big a payoff to one lucky fan in Detroit as it did last year in Houston."

"Rapid Fire" Sweepstakes

Taco Bell is inviting all fans in the Detroit area to enter their names into the "Rapid Fire Sweepstakes" from Friday, July 8th to Sunday, July 10th. Entries will be received at John Hancock All-Star FanFest at the Cobo Conference/Exhibition Center, either at the Taco Bell booth within John Hancock All-Star FanFest or at the Taco Bell booth located in the main lobby of the Cobo Center. Official Entry Forms available while supplies last. No purchase necessary to enter. Must be 18 years or older to enter. Void in Florida, NY and where prohibited.

One fan will be randomly chosen to participate in Tuesday's "Rapid Fire" event and will receive two tickets to the All-Star Game, a one-year supply of Taco Bell food (\$260 worth of Taco Bell Bucks) and an opportunity to win the \$1 million grand prize. The Sweepstakes finalist will be announced on Monday, July 11th from among all eligible entries received.

Taco Bell All-Star Sunday

Taco Bell will celebrate 2005 All-Star Week as title sponsor of Taco Bell All-Star Sunday and the Taco Bell All-Star Legends and Celebrities Softball Game. Taco Bell All-Star Sunday is a key component of MLB All-Star Week, and the Taco Bell All-Star Legends & Celebrities Softball Game is a five inning game featuring retired Major League Baseball All-Stars and Hall of Famers along with celebrities from film, television, music and sports. The first 25,000 fans attending Sunday's events also will receive a complimentary Taco Bell sauce packet ticket holder and lanyard. In addition, Taco Bell is an exhibiting sponsor of John Hancock All-Star FanFest, the five-day interactive baseball theme park that draws approximately 100,000 fans with nearly 50 baseball-themed attractions.

About Taco Bell Corp.

Taco Bell Corp., based in Irvine, California, is a subsidiary of Yum! Brands, Inc. and the nation's leading Mexican-style quick service restaurant chain serving tacos, burritos, signature Quesadillas, Border Bowls, nachos and other specialty items. Taco Bell serves more than 35 million consumers each week in more than 6,500 restaurants in the U.S.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article17365.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html