

Media Contact:

Tracie McPherson Visit Omaha Director of Communications (402) 444-3607 tmcpherson@visitomaha.com

Visit Omaha's Super Bowl LII Contest

52 Weekends - 52nd Super Bowl - 52 Points

OMAHA, NE. February 2, 2018 – The magic number is 52. If the total combined score of Super Bowl LII equals 52 points, one lucky winner will receive a weekend getaway package from Visit Omaha. Fifty-two other winners who enter will win a Visit Omaha t-shirt regardless of the score.

If you think it's a long shot, consider this: Bleacher Report, a popular sports website, predicts the score will be Patriots 28, Eagles 24 for a total of 52. In fact, during Super Bowl XLIX in 2015, the Patriots scored 28 and the Seahawks scored 24-again, for a total of 52.

Visit Omaha recently launched its "52 Weekends" campaign, branding Omaha as a year-round destination for visitors. Omaha is home to the world's largest indoor desert, the NCAA Men's College World Series, North America's largest indoor rainforest, and it's where the Reuben sandwich was invented (no matter what those New Yorkers say).

Enter for your chance to win at <u>VisitOmaha.com/Giveaway</u>. If the Super Bowl score totals 52, Visit Omaha will randomly select one lucky fan on February 5, 2018 to win a prize package worth more than \$700. The prize package includes:

- 5- \$50 gift cards to five popular Omaha-based restaurants
- 2-night stay at the Omaha Marriott Regency
- 5 tickets to Omaha's world class zoo
- \$200 Visa gift card

Winners of the 52 Visit Omaha t-shirts will be randomly selected on February 5th and will be notified by email.

Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha and Douglas County.