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[Hall of Famer Mike Ditka stars in the new Coors Light 'Coaches' commercial, alongside Brian Billick.](#)





[The new Mike Ditka & Brian Billick Coors Light press conference commercial.](#)

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SOURCE: MillerCoors



Dec 19, 2008 13:00 ET

## Coors Light Brings Fans Closer to the NFL With Super Bowl Sweepstakes and New "Coach" Commercials

GOLDEN, CO--(Marketwire - December 19, 2008) - [Coors Light](#), "The World's Most Refreshing Beer" and official beer sponsor of Super Bowl XLIII, is giving adults 21 and older a once-in-a-lifetime opportunity to be one of those lucky few to watch the big game in-person. Coors Light is also unveiling new versions of the iconic "Coach" television spots featuring Hall of Famer Mike Ditka and Super Bowl-winning coach Barry Switzer. The Ditka spot, which includes former Super Bowl-winning coach Brian Billick, debuted December 12 and the Switzer spot launches December 25.

Sweepstakes Details:

- Three fans will win a trip for two to [Super Bowl XLIII](#) and two will win a trip for two to [Super Bowl XLIV in 2010](#)
- Legal-drinking-age NFL fans can find access codes on specially marked packages of Coors Light and at participating stores, bars and restaurants
- Register code at [CoorsLight.com](#) or via text message for a chance to win tickets
- Winners for Super Bowl XLIII will be drawn Jan. 13, and winners for Super Bowl XLIV will be drawn Feb. 3
- No purchase is necessary to participate in the [Coors Light Super Bowl sweepstakes](#); for complete official rules, please visit [CoorsLight.com](#)

Quote:

"Every NFL fan dreams of experiencing the Super Bowl in-person, and Coors Light is the only beer that can make that dream a reality," said Lee Dolan, Vice President of Marketing, Coors Light. "Whether it's at the game in Tampa Bay or in bars and living rooms across the country, Coors Light is proud to deliver refreshment as cold as the Rockies to the NFL nation."

See here for complete details for the [Coors Light Super Bowl](#) sweepstakes and new press conference commercials. See below to read what others have to say:

Recent Articles:

-- About.com:

<http://contests.about.com/od/currentcontestssweeps/p/coorssup020209.htm>

-- Promo Magazine:

<http://promomagazine.com/retail/news/coors-light-contest-1209/index.html>

Video:

-- New Mike Ditka/Brian Billick Commercial:

<http://www.youtube.com/watch?v=SpcxYrwVrqQ>

About MillerCoors

Built on a foundation of great beer brands and more than 288 years of brewing heritage, [MillerCoors](#) continues the commitment of its founders to brew the highest quality beers. MillerCoors is the second largest beer company in America, capturing nearly 30 percent of U.S. beer sales. Led by two of the best-selling beers in the industry, MillerCoors has a broad portfolio of highly complementary brands across every major industry segment. Miller Lite is the great tasting beer that established the American light beer category in 1975, and Coors Light is the brand that introduced consumers to refreshment as cold as the Rockies. MillerCoors brews full-calorie beers Coors Banquet and Miller Genuine Draft; and economy brands Miller High Life and Keystone Light. The company also imports Peroni, Pilsner Urquell and Molson Canadian and offers innovative products such as Miller Chill and the Sparks line of caffeinated alcohol beverages. MillerCoors features craft brews from the Jacob Leinenkugel Company, Blue Moon Brewing Company and the Blitz-Weinhard Brewing Company. MillerCoors operates eight major breweries in the U.S., as well as the Leinenkugel's craft brewery in Chippewa Falls, WI and two microbreweries, the Leinenkugel's 10th Street Brewery in Milwaukee and the Blue Moon Brewing Company at Coors Field in Denver. MillerCoors vision is to become the best beer company in America by driving profitable industry growth. MillerCoors insists on building its brands the right way through brewing quality, responsible marketing and environmental and community impact. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company.





Technorati: [National Football League](#) [NFL](#) [Super Bowl](#) [Mike Ditka](#) [Brian Billick](#) [Coors Light](#) [MillerCoors](#)

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