

Rap MC Snoop Dogg 3 Doors Down Headline Bud Bowl

Written by Robert ID2264

Wednesday, 11 January 2006 08:38 -

Hip-hop culture luminary and rap artist Snoop Dogg and rock band 3 Doors Down will headline Bud Bowl 2006, two special concerts in advance of the professional football championship in Detroit. The concerts will be held at "Club 1620" at Tiger Stadium, a special climate-controlled environment created for Bud Bowl 2006.

Budweiser and Bud Light will stage two of Detroit's must-see "One Night Stand" events on Feb. 3-4th. Rap artist Snoop Dogg will perform on Friday and 3 Doors Down will perform Saturday. Adult consumers 21 and older must have an invitation to attend these concerts, which can be obtained through Budweiser promotions in area bars, clubs and restaurants and through radio station giveaways. There will be no invitations/tickets available at the door of Club 1620.

"The Bud Bowl events at Tiger Stadium will allow our friends in Detroit to experience "The Corner" one more time and will provide top entertainment perfect for a championship weekend," said Phil Kazer, region vice president, Anheuser-Busch. "Our company is also excited to give Detroit sports fans a rare glimpse of Tiger Stadium, one of sports greatest venues, by reopening it during this historic weekend."

Club 1620 will be situated on the infield of Tiger Stadium, enclosed in a 132-foot by 230-foot climate-controlled expo hall. Guests will enter at Trumbull Avenue and will be welcomed by Budweiser and Bud Light ambassadors who will escort them into the entertainment area where music, dancing and a light show set the tone for the evening. Club 1620's intimate atmosphere will allow Bud Bowl guests to mingle with scores of celebrities in town for championship weekend events.

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Anheuser-Busch (NYSE: BUD) is now in its 18th straight year as the exclusive beer category sponsor of TV broadcasts of the big game. The company is scheduled to air the equivalent of 10 30-second spots, including the coveted first ad after the opening kickoff during the 2006 game broadcast on ABC.

Bud Bowl 2006 is presented by Budweiser and Bud Light. The "King of

Beers" has sponsored the Detroit Lions for more than 25 years and Budweiser and Bud Light are the "official beer sponsors" of 28 of 32 NFL teams.

Visit the Anheuser-Busch Web Site: <http://www.anheuser-busch.com>

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