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**FOR IMMEDIATE RELEASE**

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## **Boilermakers Set To Hold Storefront Spirit Contest**

Both fans and local businesses have a shot to win this season.

WEST LAFAYETTE, Ind. - The Purdue Athletics Department is set to hold the inaugural Purdue Storefront Spirit Contest in conjunction with the 2011 Boilermaker Football season and sponsored by the Lafayette - West Lafayette Convention & Visitors Bureau and Greater Lafayette Commerce. The contest will promote Purdue Boilermaker pride throughout the West Lafayette and Lafayette communities, rewarding the local businesses that participate and the fans that vote in the contest on Facebook.

Businesses have the opportunity to decorate their storefront, windows or any outside locations that are clearly visible by public roads with Purdue colors and apparel beginning Wednesday, August 3, 2011, announced at a press conference at Arni's in Market Square in Lafayette. The press conference featured Arni's owner Brad Cohen, representatives from the West Lafayette and Lafayette Mayor's offices and Purdue Football Head Coach Danny Hope.

After displays are complete they will be photographed and sent in to [spiritcontest@purdue.edu](mailto:spiritcontest@purdue.edu), identifying the name of the business, the business address, the name of the contact person and the group providing the artwork (if applicable). Each Monday preceding a home football game, an album will be posted on the Purdue Athletics Facebook page and users who "Like" Purdue Athletics may vote using the "Like" button to select their favorite photos. Each week's winning business will receive a ticket package to that weekend's game, while those who vote for the winning business will be eligible for a ticket and gift package as well.

For a full listing of rules for businesses and fans visit the attached document, and any questions regarding the competition can be directed to [spiritcontest@purdue.edu](mailto:spiritcontest@purdue.edu).