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ADMAN SUGGESTS FURTHER COMMERCIALIZATION OF OLYMPIC GAMES

NORCROSS, GEORGIA, JULY 20, 1996-- Local ad guru, Patrick Scullin, feels these Centennial Olympic Games "are lighter than helium on wacky-tobacky" when it comes to commercialization potential. "They blew it," chides Scullin as he rotates his tires.

While some in the media have harshly criticized these Olympics Games as "crassly commercialized", Scullin sees it differently. "Whoever's putting on this shindig doesn't know doodly-jack-squat about potential pockets of sponsorship dollars."

Scullin contends these Games could be significantly more profitable if only a few of his ideas were put into practice. "Take your track and field events," says Scullin, "you've got all these fast people running around like fools, empty-handed. Why not give them products to carry while they're running? For example, put a Mr. Coffee machine in Michael Johnson's hands. Let those foreign athletes carry whatever it is they make in those God-forsaken backward countries they come from. But the big idea is to let the athletes carry some product that you can charge the manufacturer a buttload of money for. It's a 'natch'," Scullin says beaming while juggling five lugnuts.

The brainy adman has other suggestions. "Swimming competitions could be held in pools full of Coca-Cola, Budweiser or Gatorade. They're liquids, right? Or, if these crybaby swimmers *must* have water-- fill the pool with Evian. Again, charge your sponsor big bucks! You could do the same thing for diving competitions, too! Diving would be a lot more interesting with Yoplait as a sponsor."

Scullin also believes the gymnastics competitions could be further "sold" to the public. "You've got all these good looking guys and gals exposing acres of bare skin; how about some tattoos, for cry-eye! These muscular freaks could be advertising any corporate sponsor who'll fork over the big do-re-mil!"

The spunky adman even believes equestrian events offer terrific commercial potential. "Take some of those horses, which are smart as the dickens, and teach them to sing a sponsor's jingle. Imagine a big old horse singing "Nationwide is on your side" while it jumps over stuff. Tell me that wouldn't get some major media play-- plus you could milk Nationwide like a mother!"

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