



Cuda Apparel to Give Car Away at WSU/USC Football Game!

As the WSU Cougars and the #1 ranked USC Trojans resume their rivalry at Martin Stadium in Pullman, Washington on Saturday October 30th, fans will be yelling the theme "Cougar Rah". Cuda Apparel Inc. announced today that it is sponsoring a Cougar Rah contest during the game, and will be giving away a new Dodge Neon to a lucky attendee. The promotion is co-sponsored by Dave Smith Motors in Kellogg, ID, and Varsity Sportswear in Pullman.

Spokane, WA ([PRWEB](#)) October 28, 2004 -- As the WSU Cougars and the #1 ranked USC Trojans resume their rivalry at Martin Stadium in Pullman, Washington on Saturday October 30th, fans will be yelling the theme "Cougar Rah". Cuda Apparel Inc. announced today that it is sponsoring a Cougar Rah contest during the game, and will be giving away a new Dodge Neon to a lucky attendee. The promotion is co-sponsored by Dave Smith Motors in Kellogg, ID, and Varsity Sportswear in Pullman.

The car will be won after 200 T-Shirts shaped like footballs saying Cougar Rah are launched into the crowd between the third and fourth quarters of the nationally televised game. One fan will catch a T-Shirt imprinted with "You Win", and that fan will receive the car. If the fan is under 18 years of age, his or her parents will receive the car. The winner will be instructed to meet with Cuda Apparel and WSU Marketing representatives.

The game is a complete sellout, but fans can get two free tickets and a chance to possibly win the car by entering a drawing at the Cuda Apparel/Vyper Sportswear location at 2015 North Division. There is no purchase necessary. The drawing will take place Friday, October 29th at noon. The winner need not be present.

Cuda Apparel's new "Cougar Rah" theme is designed to help the Cougars rise to the occasion and spring a big upset. "Cougar Rah is way of saying hurrah Cougars" said Zane Troester, General Manager for Cuda Apparel Inc. The entire promotion has been approved by Washington State University.

Troester notes, "This is a one of a kind promotion. When has anyone been able to simply go to a football game and win a new car?" Vice President George Badner adds, "Cuda Apparel is proud to be a licensee of Washington State University, and proud to be able to offer this incredible promotion to loyal Cougar fans."

The Cougar Rah car promotion is being supported with over \$35,000 in advertising and prizes. The car will be on display at the main entrance prior to and during the game.

All fans and media are invited to Cuda Apparel at 2015 North Division on Wednesday, October 27th to view the "Cougar Rah" design that will be launched into the crowd.

Cuda Apparel Inc. manufactures and distributes custom screen-printed, embroidered and tackle-twilled apparel, bags, caps and accessories in addition to selling over 50,000 various promotional products. The company features a website at www.cudaapparel.com where the new Cougar Rah garments can also be purchased.

For More Information Contact:
Zane Troester
General Manager
(509) 325-0135 (888) 792-4278



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**Contact Information**

Zane Troester

Cuda Apparel, Inc.

<http://www.cudaapparel.com>

1-888-792-4278

Online Web 2.0 Version

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