

## Local Business Fills a Void During Super Bowl Week

*The 2009 Superbowl is to be held at the Raymond James Stadium in Tampa Florida. Join CMediaTV, Inc. and celebrate this Super Weekend. Our tailgate event , Super Tailgate Throwdown will be held at Al Lopez Park approximately 1 mile from the stadium.*

**Dec. 28, 2008** - [PRLog](#) -- CMediaTV, a local online media company in the Tampa Bay, Florida area will host an event during Super Bowl week, called the "Super Tailgate Throwdown", located less than mile from the Raymond James Stadium.

The idea first came about after the company's CEO, B.J. Harris and staff attended an Emerging Business meeting where it was emphasized that not every business would be awarded an opportunity from NFL's Super Bowl contractors. Although the Super Bowl Host Committee has been working very hard to accommodate for many of the minority owned businesses participating in the program, and it was made clear that opportunity was limited and businesses were encouraged to create new opportunity among themselves with other non-sanctioned venues. Understanding the importance of creating an alternative venue for businesses looking to benefit from Super Bowl week, the CMediaTV team saw a need to fill a void, and the Super Tailgate Throwdown was born.

After months of planning and presenting to organizations, the City of Tampa, and the City Parks & Special Events, CMediaTV received approval on September 25, 2008, to host their event at Al Lopez Park from January 29- 31, 2009. This community event will feature; live entertainment, concerts, Interactive Kid Zones, food, games, prizes, ice sculpturing, and one of the biggest Throwdowns in Tampa Bay history! Watch as B-B-Q connoisseur battle it out for the title of "Super Tailgate Throwdown" Champions and display their unique skills on the grill. Officially sanctioned by the Florida Bar-B-Que Association on October 9, 2008, teams will compete for a chance to win their share of the \$18,000 purse. "This is going to be a very big event and we are happy to be a part of this to see that the contest and the event is a success. This is the first time we have ever had a request of this magnitude and we are honored", says Ricky Ginsburg, FBA (Florida Bar-B-Que Association) Treasurer.

Each day will featured a different theme that appeals to visitors of all ages. Attendees are also encouraged to bring their video cameras, folding chairs, or blankets and enjoy a wide variety of entertainment and concerts throughout the day- while they soak up some of that fabulous Florida sun.

\* Classic Day (Jan.29, 2009).Opening day and will feature a classic car show, classic rock-n-roll and Motown hits, live bands, contests, games and prizes.

\* Military and Public Servant's Day (Jan. 30, 2009). Honoring military, police department, paramedics, fire department, and other public servants for their support and hard work in the city.

\* The Super Tailgate Throwdown (Jan. 31, 2009). This will be the official cook-off competition day and teams will be award cash prizes, trophies, ribbons, and the title of Super Tailgate Throwdown Champions. Local artist and live bands will also perform throughout the day until 7:00PM.

As a certified WMBE, CMediaTV and staff understand the value that this event will bring to the communities and the city. For the first time, visitors and residents a like can experience the excitement that the Super Bowl brings in a way like never before. In the past, residents have expressed their concerns about the few venues available to them and choose to stay home, rather than to take part in the fun and excitement during Super Bowl week. "We want this event to encourage families to come out and get involved with all

of the celebrations throughout the Greater Tampa Bay area, and maybe they will discover some of the remarkable businesses right here in their own back yard", says B.J. Harris, CEO of CMediaTV.

With an estimated attendance of 20,000 +, the idea for the event was almost dead in the water, as plans for the park were originally set aside as extra parking space for the NFL sanctioned events. "Without the support of the Minority Business Development Manager, Gregory Hart and staff, Neighborhood Development for Tampa, Mr. Santiago, City Parks & Special Events, Mr. Burgue and staff, and the City of Tampa, the Super Tailgate Throwdown may have been hosted on the other side of town, or even as far as Clearwater," said B.J. Harris.

The event will offer free admission to the public. Vendor spaces start as low as \$750 for all three days and sponsorship levels are available. For more information, send your request to: [sdhiii@aol.com](mailto:sdhiii@aol.com) or Call: (813) 532-1271

Super Tailgate Throwdown on the web: <http://www.supertailgatethrowdown.com>

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CMediaTV is the first Internet Broadcasting Company to offer a platform for both social and commercial networks, creating a true universal online community. Understanding the paradigm shift in this global world, CMedia TV gives its members the opportunity to interact through positive content that is entertaining and fun. Offering a variety of channels, Users can create their own reality shows and showcase their talents, hobbies, interest, careers, or life experiences, in a way like never before.

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