



Media Contact:
Lance Latham
AMHA
(334) 244-7828/latham@alamha.org

Alabama Manufactured Housing Association Announces Chris Freeman as First Winner of the “Take It To The House” Contest with the Alabama Crimson Tide and the Auburn Tigers

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Montgomery, AL – The Alabama Manufactured Housing Association (AMHA) announces Chris Freeman of Elmore, Ala. as the first \$25,000 winner in the “Take It To The House” promotional partnership with the Alabama Crimson Tide and the Auburn Tigers, which is running during the 2023 SEC football season.

During the Alabama vs. Tennessee game on Saturday, Oct. 21, the Crimson Tide scored a touchdown within three plays of receiving the kickoff to start the second half, making Freeman the winner of \$25,000 towards the purchase of a new manufactured home from an AMHA-authorized dealer.

“The manufactured housing industry is proud to support the Crimson Tide football program and we couldn’t be more excited for Chris to be our first winner! We know he will be getting a home to enjoy for many years to come, and we’d love to see someone else win the \$25,000 or \$75,000 this season. Roll Tide!” said Lance Latham, Executive Director, AMHA.

The “Take It To The House” campaign is a unique promotional contest sponsored exclusively by AMHA and there are still chances to win. If either football team, Auburn or Alabama, returns their first received kick in the second half for a touchdown at select home SEC games, one lucky fan from each school could win up to \$75,000 toward the purchase of a manufactured home from an AMHA dealer. Visit the [contest page](#) to learn more and enter to win.

The relationship between AMHA and the Alabama Athletics Department is facilitated by athletics multimedia rights holder Crimson Tide Sports Marketing, the locally based team of LEARFIELD – the leading media and technology company powering college sports.

“The “Take It To The House” contest adds an extra dimension to the SEC home games, and it is a joy to know a Crimson Tide fan is the first winner to take home the \$25,000 prize,” said Jim Carabin, Vice President and General Manager of Crimson Tide Sports Marketing. “Events like these make college football an unforgettable experience for our fans, and we’re grateful for the Alabama Manufactured Housing Association’s support in making this memorable moment happen.”

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About Crimson Tide Sports Marketing:

Crimson Tide Sports Marketing (CTSM) solely represents University of Alabama Athletics. In complete collaboration with the university, this locally based LEARFIELD team is committed to extending the affinity of the Alabama brand to businesses and corporations of all sizes looking to align with the undeniably loyal and passionate collegiate fan base. As the exclusive multimedia rightsholder for the Alabama Crimson Tide, CTSM manages all aspects of the rights relationship, providing corporate partners both traditional and new media opportunities with the university. LEARFIELD is a leading media and technology services company in intercollegiate athletics.

Connect with Crimson Tide Sports Marketing by visiting <http://www.learfield.com/partner/alabama-crimson-tide>.

About Auburn Sports Properties

Auburn Sports Properties is the locally based, exclusive multimedia rightsholder for Auburn Athletics. As a part of the Playfly Sports Properties portfolio, the Auburn Sports Properties team is igniting the beloved Auburn brand to connect with deeply rooted fanbases through broadcast, in-arena, experiential, and technology-based marketing and media solutions. The fully scalable platform provided by Playfly Sports Properties provides unparalleled opportunities for brands to connect with the most highly engaged audiences on a local and national level. Playfly Sports Properties is a division of Playfly Sports.

Connect with the Auburn Sports Properties team by visiting www.playfly.com/properties.

About Alabama Manufactured Housing Association

Since 1968, the Alabama Manufactured Housing Association has led the way for the manufactured housing and modular housing industry. Through determination and pride, manufactured housing and modular housing have earned their place in Alabama's housing market. The industry provides an innovative, safe, and affordable housing choice for nearly half a million Alabamians. Learn more at www.alamha.org.