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Alabama Manufactured Housing Association Presents Chris Freeman with Check for Winning the “Take It To The House” Contest with the Alabama Crimson Tide and the Auburn Tigers

For Immediate Release
March 12, 2024

Montgomery, AL – The Alabama Manufactured Housing Association (AMHA) presented Chris Freeman of Elmore, Ala. with a check for winning the “Take It To The House” promotional partnership with the Alabama Crimson Tide and the Auburn Tigers, which ran during the 2023 SEC football season.

During the Alabama vs. Tennessee game on Saturday, Oct. 21, 2023, 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.

“AMHA is pleased to present the check to our winner, Chris Freeman, and we’re excited for another fan to have the chance to win during our 2024 campaign. Roll Tide!” said Lance Latham, Executive Director, AMHA.

The “Take It To The House” campaign is a unique promotional contest sponsored exclusively by AMHA where one lucky fan from each school has the chance to win up to \$75,000 toward the purchase of a manufactured home from an AMHA dealer.

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.”

Insurance for the contest is provided by Grand Prize Promotions. “We are thrilled to be the insurance provider for the “Take It To The House” contest in partnership with AMHA,” said Kip Cobb, Sales Manager. “At Grand Prize Promotions, we understand the excitement and anticipation that surrounds

events like these, and we're proud to offer our expertise in ensuring the success and integrity of such contests. This collaboration represents the spirit of competition and the camaraderie that sports bring to our communities. Congratulations to Chris!"

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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.