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PorkRinds.com Launches “Crunch Time Hero of the Week” Award to Celebrate College Football and the Crunchiest Snack: The Pork Rind

Campaign set to Honor Stand-Out Collegiate Football Players with Incredible “Crunch Time” Plays

Dallas, TX (August 20, 2024) – PorkRinds.com, the nation’s premiere “hub” for pork rind lovers everywhere and home to top brands like Southern Recipe pork rinds, has announced its 2nd annual collegiate sports celebration, dubbed the “Crunch Time Hero of the Week” award – a sponsorship program designed to highlight outstanding football players during the regular college football season. From now through November 30, a collegiate player who has a phenomenal play or a significant tackle during the regular season will be eligible for the “Crunch Time Hero of the Week” award. The package includes notoriety and promotion as the pork rind “hero,” as well as a celebratory trophy and a generous supply of pork rinds to share with friends and family. Fans can learn more about the campaign and enter to win pork rind prizes at www.PorkRinds.com.

Each week, throughout the 13-game season, one football player will be chosen to win the “Crunch Time Hero of the Week” award, based on his previous weeks’ plays and tackles. At the end of the regular season, each of the thirteen weekly winners will be eligible for the “Crunch Time Hero of the Year” award, which will be determined by a fan vote on PorkRinds.com.

PorkRinds.com sees this partnership as a unique opportunity to highlight the natural connection between pork rinds and football – pigskins simply go with pig skins. New this year, the “Crunch Time Hero of the Year” will be invited to attend bigger professional football media events as the collegiate season closes and the NFL season begins culminating in biggest game of 2025 in New Orleans.

“Just like our crunch time players make game-winning plays on the field, pork rinds are the best crunch time decision in the snack aisle,” commented Mark Singleton, Vice President of Sales and Marketing at PorkRinds.com. “The annual ‘Crunch Time Hero of the Week’ program is our celebration of the unsung heroes on the football field who get the job done.”

To join in on the fun, pork rind lovers and college football fans alike can learn about the weekly heroes and follow along at www.PorkRinds.com/CrunchTimeHero.

About PorkRinds.com

PorkRinds.com, a division of Rudolph Foods, is the e-commerce hub for pork rind aficionados everywhere. Created with the intention to help introduce pork rinds to the masses, PorkRinds.com offers a variety of pork rind brands that are naturally high in protein, low in carbohydrates and gluten free. For additional information and online ordering, visit <https://PorkRinds.com/>

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