



## **PUBLISHERS CLEARING HOUSE PRIZE PATROL SHOCKS AREA RESIDENT WITH A “REALITY CHECK”**

The Publishers Clearing House Prize Patrol came to town today in a van full of smiling faces, roses and balloons and shocked a local resident with a \$10,000 check delivered as part of a special 101-city “Blitz” that the sweepstakes giant is sponsoring this week.

“Some folks don't believe that we are ‘for real’ or that we really give away real big checks,” said Dave Sayer, the Prize Patrol chief who appears in the company’s TV commercials. “All across the country we’re awarding 101 ‘reality checks’ of \$10,000 each – that’s over a million dollars -- to show that winning at Publishers Clearing House and pch.com is a definite reality.”

With so much geography to cover in the space of a few days, the company mobilized 60 additional Publishers Clearing House employees as “Prize Patrol deputies” to help deliver scores of prizes from coast to coast.

In his 28 years with the sweepstakes giant, Sayer has awarded over \$221 million in prizes, most of that since 1988 when Todd Sloane, now a senior VP of Publishers Clearing House, suggested that the lucky winners be notified with a videotaped visit rather than a phone call. The two founded the Prize Patrol whose arrivals at shocked winners’ doors have been an icon of the company’s TV commercials ever since.

This week’s winners are still eligible to win much bigger Publishers Clearing House multi-million dollar giveaways. Consumers can enter by responding to company mailings or by going online to its increasingly popular website, **pch.com** where prizes are awarded daily.

Publishers Clearing House, a multi-channel direct marketer of magazine subscriptions and merchandise, was founded in Port Washington, NY in 1953. Its name has become synonymous with the sweepstakes and prizes it has used since 1967 to draw attention to the “unbeatable” deals and values offered in its colorful mailings. Nearly half of the Publishers Clearing House profits are donated to charitable causes ranging from social services to the environment.

**CONTACT:** Dave Sayer, 914-330-1613