

The Draw Of The Super Bowl

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Every year the Super Bowl garners millions of viewers across the nation. Families and friends hold watch parties, even piquing the interest of individuals who are not fans of the sport. Why does this event create such fanfare? It is likely because of the wide range of media it allows its viewers to engage in.

At the heart of the Super Bowl is football. Fans follow their favorite teams throughout the regular season, hoping this will be the year they can cheer them on in the finals. This year is a rematch between the Kansas City Chiefs and Philadelphia Eagles. Two of the most well-known teams in the nation, the fans span the country. This match-up, although expected by many, is a competitive one. High-performing teams with a large fan base, only enhance the popularity of the game.

Beyond football, the halftime performance has become one of the most iconic parts of the Super Bowl. Fans eagerly await the announcement of what famous performer will be taking the stage that year. There have been countless memorable moments throughout the years, spanning from surprise collaborations to elaborate sets. Year after year the Super Bowl attracts one of the generation's most popular musicians.

Finally, for those not invested in the program itself, a major selling point has been the commercials. The biggest companies from around the world create these commercials, hoping to make them especially memorable for viewers. They often contain Super Bowl references, celebrity appearances, and unique humorous concepts. Each season individuals speculate about the various themes and celebrities that will appear in that year's slate of commercials.

For these and many more reasons, the Super Bowl attracts attention from viewers around the world. The engaging experience it provides fans justifies the massive audience it accumulates. The Super Bowl has become a cultural staple of American identity. The popularity of the NFL mixed with the best of today's pop culture creates a combination that attracts countless viewers every year.