



## HomegatingHQ.com NEW Web Site Offers Home Party Tips, Recipes, Coupons, and Football 101 from former NFL player, Daryl Johnston

--Wholly Guacamole sponsored site Brings Mix of Top Consumer Brands for Football Season--

*FORT WORTH, TX (Sept 16, 2010)* For many consumers Football Season means a weekly grocery run for tailgating supplies. But the fastest growing group of fans is actually avoiding the parking lot frenzy, and choosing instead to enjoy the game from the comfort of their couch—Homegating™—with HDTV, a bathroom and kitchen close by.

Launching today, Homegating Headquarters 2010 or [HomegatingHQ.com](http://HomegatingHQ.com), caters to the growing interest in football-watching at home as the one-stop-location for consumer football entertaining. This interactive site offers a full playbook including: party décor and tips; bar and beverage planning; easy recipes; kid-friendly activities; monthly sweepstakes and contests; 101 football information and trivia; and more than \$60 worth of printable coupons from top brands, sure to make any Homegating (or tailgating) event a success. [www.HomegatingHQ.com](http://www.HomegatingHQ.com),

Former NFL player and Fox TV sports commentator, Daryl “Moose” Johnston and his wife Diane, the Homegating Specialist, take a leading role on the site to offer “play-by-play” information for Homegating party success through playful videos and creative tips. Working together, Daryl, a seasoned veteran of the game, offers witty banter on “party fouls,” while Diane provides direction and solutions for success with the Homegating event.

“The economy has forced people to change their habits, but they still want to get together and have fun. Out with the fancy parties and in with the casual ones is the new mantra,” states Tracey Altman, Vice President of Marketing at Wholly Guacamole. “Guacamole is a crowd favorite around football season, but it’s not the only thing you bring to the party. By bringing top brands together, we have created an amazing destination that’s a value-add for the consumer, with less surfing for information and more time for gathering the great recipe tips and coupons,” adds Altman.

Top brands are key to HomegatingHQ. The site is filled with new recipes and printable coupons and rebates from top consumer brands including: AmeriGas; Char-Broil grills; Bandit wine; Celebration Foods ice cream cakes; El Jimador Tequila; Finlandia Vodka; Food Should Taste Good chips; Jack Daniel’s; Jose Ole; Lindsay Olives; Magic Seasonings; Mann’s Sliced Vegetables; Miller Lite; Southern Comfort; Tabasco; The Beef Council; Tuaca; and site sponsor, Wholly Guacamole, Wholly Salsa and Wholly Queso. [Eatwholly.com](http://Eatwholly.com)

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