

Generic (Summer) copy for (:10) and (:30) NE Revolution Radio Spots  
Revised

10-second spot (44 words)

World Cup fever has taken over the planet! Get to Bob's Stores for the latest soccer gear from Nike and Adidas, and check out their selection of tees for Team USA, Brazil, Mexico, and more! Win big with World Cup gear – only at Bob's.

30-second spot (91 words)

Hey, soccer fans! World Cup fever has taken over the planet and Bob's Stores has the gear you need to cheer your favorite team to victory. Bob's carries the latest soccer footwear and clothing for the entire family from Nike and Adidas – your authentic World Cup suppliers. Check out their great selection of cleats, balls, shorts and World Cup tees from countries like USA, Brazil, Italy, Mexico, Portugal and more! Whether you're a casual soccer fan or wild about Team USA, you'll always score big with World Cup gear from Bob's.