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A Garden Full of Texters

It's been a while since fans in New York's Madison Square Garden have had any great moments to watch. So that makes them the perfect audience for MSG Network to promote its series "The 50 Greatest Moments at Madison Square Garden." One part of the promotion is a text-message contest with ClubTexting.com that allows Rangers hockey fans in the arena to win tickets and team memorabilia through Jan 13. (Fans without text-messaging capabilities, or those just worried they'll get hit by a puck while staring at their cellphones, can still win the low-tech way by dropping an entry through a slot in a box.) About 300 people sent text messages from their seats during the first game of the promotion. MSG Network has also been promoting the series by giving away 50,000 hot dogs around the streets of New York, and by wrapping three subway cars in promos for the show that create the feeling of sitting in the arena.

-Jon Lafayette

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