

**Jan. 5, 2005**

**For more information, contact:**

**Mickey Schoonover**

**(314) 213-8025**

**Rebecca Krohn, Community Service Coordinator**

**(314) 213-8051**

## **Pattonville students help Rams with research**

Twenty students from Pattonville High School recently assisted the St. Louis Rams professional football team in conducting marketing research prior to two recent home games. The students spent about an hour before the Dec. 27 and Jan. 2 Rams games randomly asking fans a series of questions about the Dome facility, the concessions, the sound and music during the games, the Rams Web site and other related marketing questions. The answers were entered into a Palm pilot. After their work for the marketing department, the students were escorted onto the field to watch the games up close. Ten students worked each game.

###