



Photo courtesy of Under Armour
Tom Zbikowski is featured in an ad for Under Armour.

ND pals pop up in Super ad

By Vaughn McClure

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MOBILE, Ala.—Tom Zbikowski should thank Notre Dame buddy Jeff Samardzija if he gets any added exposure come Super Bowl Sunday.

Zbikowski, the former Irish All-America safety, and Samardzija, the receiver-turned-pitcher now in the Cubs' organization, are two of 27 athletes featured in an ad for Under Armour's The New Prototype performance footwear. The one-minute spot will run during the first quarter of the Super Bowl.

"That's huge in itself, especially with the amount of publicity the Super Bowl gets," Zbikowski said. "To have Under Armour want me in their ad is pretty sweet."

It might be hard to catch a glimpse of all the athletes in just 60 seconds, but Zbikowski should be visible. On the set of the one-day shoot in New York, Samardzija gave Zbikowski a freshly cut Mohawk.

"Zbikowski, with that Mohawk, definitely jumps out at you," said Steve Battista, vice president of marketing for Under Armour. "It's hard to believe he came to the set with a full head of hair."

"All of these personalities—Tom and Jeff included—speak to the new prototypical athlete. These are some of the athletes we feel are changing the face of sports."

Zbikowski will participate in Saturday's Senior Bowl, sponsored by Under Armour. His partnership with the company extends beyond the game and commercial as he convinced the company to donate shoes and apparel to the Leo High School football team.

"That's awesome for them to do that," Zbikowski said.