

Atheists Take Jab at 'Superstitious' Prayer in Super Bowl Billboard Ad

On Thursday, American Atheists launched a new billboard ad near MetLife Stadium with a dig at prayer. It is believed to be the first-ever atheist-sponsored ad aimed at a Super Bowl audience.

The billboard features a priest cradling a football with text reading, "A 'Hail Mary' only works in football. Enjoy the game!" The billboard will run through Super Bowl Sunday.

The billboard invites fans to visit the organization's national convention website. The convention will feature keynote speaker Chris Kluwe, a former NFL punter and noted LGBT activist.

"Prayer is superstition, plain and simple," says American Atheists President David Silverman. "It trivializes the dedication of the players and takes away from their achievements. A third of football fans pray in hopes of helping their team. These are adults we're talking about—people with children, people with careers, people who vote. It's 2014; it's time to stop believing that prayer works. Give credit where credit is due and celebrate what this is really about—coming together to cheer on hard-working athletes doing what they do best."

The digital billboard, measuring 14 feet by 48 feet, displays the American Atheists design six times each hour through Super Bowl Sunday. The billboard is located in East Rutherford, N.J., 0.5 miles west of the Meadowlands Complex on Route 3. The billboard is on the right side of the street, facing east and visible to westbound traffic.