

$$\text{Heat} = RZ^2$$



[Theory of RED-itivity]

Einstein's Theory of RED-itivity:

ALL IDENTIFIED MOVIN' AND GROOVIN' BODIES INSIDE THE RED ZONE ARE DIRECTLY RELATED TO THE HEAT EXPERIENCE.

Now that you're a member of the RED ZONE (along with twenty thousand other RED-blooded HEAT Fans), you may want an alter-ego. Using one of our scientifically calibrated equations below, you too, can formulate your new RED ZONE Code Name. So show your pride, and be identified!

1 ON THE TEAM

$$1(\text{HEAT Player}) + 1(\text{U.S. State}) = [\text{RED ZONE ID}]$$

Example: You choose Michael Doleac add Montana.
Go get 'em, Doleac Montana or M.D. Montana

2 SIT...GOOD BOY

$$1(\text{First Pet's Name}) + 1(\text{First Car Model}) = [\text{RED ZONE ID}]$$

Example: Your beloved dog was Skippy. And your first ride was a Ranger. Go fetch, Skippy Ranger.

YOUR RED ZONE ID TAG

HELLO

my name is



RED ZONE ID



CUT OUT TAG AND AFFIX ONTO YOUR RED ZONE T-SHIRT OR OTHER RED ZONE CERTIFIED GEAR.



Remember: Scissors are sharp so please be careful!

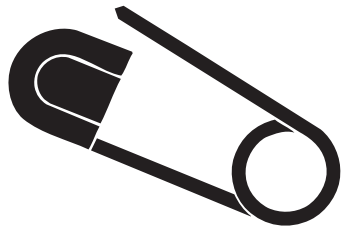
APPLICATION TIPS ON THE BACK

D.I.Y. // TAG APPLICATION TECHNIQUES

CONGRATULATIONS RED ZONER!

IF YOU ARE READING THIS, YOU HAVE SUCCESSFULLY FORMULATED YOUR ID AND MADE IT INTO THE RED ZONE.

[T-1] Safety Dance



Supplies:

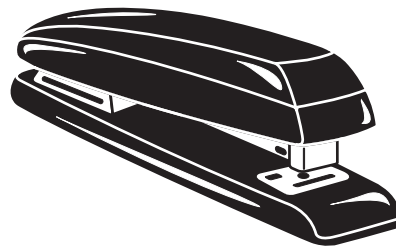
- 4 - Regular Size Safety Pins
- 1 - RED ZONE ID Tag

Step 1: Cut out RED ZONE ID Tag

Step 2: Pin each of the corners of tag to your shirt or other R.Z. gear and get ready to do some movin' and shakin'.

Step 3: Wa-lah! RED ZONER ready to **GO!**

[T-2] Staple Singer



Supplies:

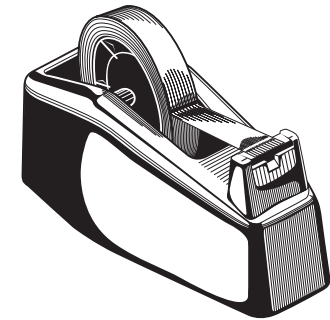
- 1 - Stapler with staples
- 1 - RED ZONE ID Tag

Step 1: Cut out RED ZONE ID Tag

Step 2: Staple to your shirt, not your skin or you'll be singin' somethin' alright.

Step 3: Wa-lah! RED ZONER ready to **FIGHT!**

[T-3] Triple Double



Supplies:

- 3 - Strips of Double Sided Tape
- 1 - RED ZONE ID Tag

Step 1: Cut out RED ZONE ID Tag

Step 2: Affix three strips of double sided tape, stick on your R.Z. threads and pray that the triple double Gods are watching over us.

Step 3: Wa-lah! RED ZONER ready to **WIN!**