

# Prime-time coverage

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Seneca will once again enjoy prime-time coverage during the Super Bowl on CTV with our [Driven by Ambition](#) ad featuring prominent graduates.

Kickoff is at 6:30 p.m., Sunday, Feb. 12.

Seneca has a pre-show spot at approximately 5 p.m. and a game spot just before the half-time show at approximately 7:41 p.m. The times can vary based on the live game.

Show your followers that you are [#SenecaProud](#) and share your screengrabs and videos of the Seneca ad during the game for a chance to be featured on Seneca's channels.

You can also like and repost our featured graduates who will be getting in on the social Super Bowl action tonight:

[Ervin Sevilla](#)

[Eunice K. Yeboah](#)

[Julia Clements](#)

[Natalya Amres](#)

[Neil Hetherington](#)

[Stephanie Henry](#)

[Vlad Kozhushko](#)

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