

Gatorade's Peyton Manning comic book is one of the most brilliant things we've ever seen

By Jon Heath @JonHeathNFL on Jul 23 2014, 9:00a



Peyton Manning as a superhero is beyond brilliant.

Gatorade has teamed up with DC Comics to turn some of the NFL's biggest stars into comic book superheroes. Among those superheroes is *The Sheriff*, Denver Broncos quarterback Peyton Manning.



Regina Dennis @regina_dennis · 21h
So this is the fancy case Gatorade sent @JohnWernerTrib for a new campaign featuring @RGIII. News side gets no love pic.twitter.com/hp9wv4wK



Jon Heath @jonheathNFL
Did you like Peyton Manning's @Gatorade comic? You can buy the bottle nationwide. milehighreport.com/2014/7/23/5926...



Denver Broncos training camp
The Film Room: Who's the NFL's Best Slot Defender?
Broncos sign two former UDFA's
Horse Tracks: AFC West Edition
Denver Broncos training camp: A week in review

Tadd Haislop @taddhaislop
A little gift sent to the @sn_nfl team. Very cool, @Gatorade. Very cool.



RETWEETS 2 FAVORITE 1

darren rovell @darrenrovell · Aug 3
Gatorade gives new nickname to Eli Manning: "Big Easy"



RETWEETS 35 FAVORITE 68



edwardgrosfox4
22 hours ago
Today's media gift: a comic book about AND a Gatorade of...RGIII!



Seam Giggy @seaggy_kwik
Got our @RGIII @Gatorade bottle and comic in the mail!



Tom Green @Tomn_Worke
Some fancy Gatorade arrived at the office today. They should just market it as Cammy Cam Juice.



Aaron Matas @AaronMatas
Peyton "the sheriff" on new Gatorade bottles. #9news



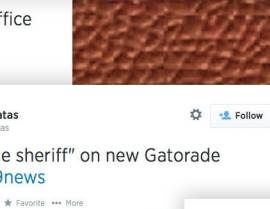
Kristen B. @KristenBersat
Check this out! Got this @Gatorade in the mail today. DC's hero, @RGIII is officially a comic book hero @wusa9



RETWEETS 3 FAVORITE 3



Michael Grady @Grady · Jul 28
No thanks.....wrong city. Gatorade. pic.twitter.com/edmlJZ9RjEV



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RETWEETS 3 FAVORITE 3

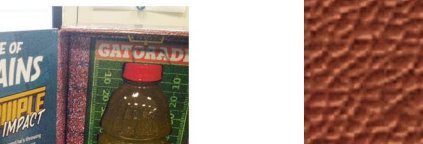
Knox Bardeen @KnoxonFox · 4h
The things @FOX_JayClemmons gets at the office. pic.twitter.com/8HbqVxe59

Jay Clemmons @FOX_JayClemmons
@KnoxonFox -- I'd like to thank the good people at @Gatorade for the Newton-Manning drinks. Enjoying a Lemon-Lime right now!!

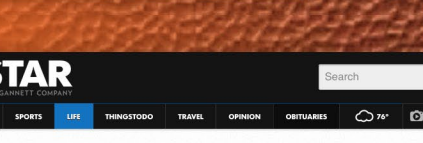
Chris Cox @chris0530 · 1h
@FOX_JayClemmons @KnoxonFox @Gatorade That's impressive



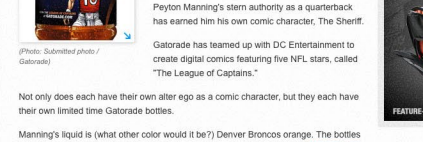
SN's Vinnie Iyer @vinnaiyer
The Justice League of Gatorade.



Kristen B. @KristenBersat
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RETWEETS 3 FAVORITE 3

THE LEAGUE OF CAPTAINS



INDYSTAR
Peyton Manning gets own comic character, G bottle

Dana Hunsinger Benbow, dana.benbow@indystar.com · 9:48 a.m. EDT July 30, 2014

He lays down the law on the football field and now Peyton Manning's stern authority as a quarterback has earned him his own comic character, The Sheriff. Gatorade has teamed up with DC Entertainment to create digital comics featuring five NFL stars, called "The League of Captains."

Not only does each have their own alter ego as a comic character, but they each have their own limited time Gatorade bottles.

Manning's liquid is (what other color would it be?) Denver Broncos orange. The bottles went on sale in stores nationwide this week. The comics can be read at gatorade.com