Front Line

Alex sees a line of text on Dr. Pepper's computer: "You see, trying to win a game under the eyes of hundreds of eager/anxious people each year is not easy, that's why I was placed at the front of the crowd in the pictures."

As Some Critical Individuals Indicate:

 β - η θ - ϵ γ + θ β - γ η + ζ α + η θ + ϵ ζ + δ 1- ϵ