

# John Cena To Issue Open Challenge For US Title Every Week

Mild spoiler from Smackdown but it's not that big of a deal. Now this is an interesting one. I REALLY like this idea as it's exactly what the title has been missing. Booking a title strong is really one of the most basic ideas in wrestling: make it look valuable. Seriously that's about it. If Cena has a line of people waiting to challenge him for the title, it instantly becomes something of value and therefore better than it was before. The matches are almost guaranteed to be entertaining and a pretty high quality with Cena out there as well.

The other major perk of this is it can elevate people by just having them rub elbows with Cena. Remember when Sandow cashed in his briefcase and had the best match of his career? Imagine that from Fandango, R-Truth, Jack Swagger, Neville, Erick Rowan, Adam Rose, Titus O'Neal and I think you get the point. Wrestling John Cena is instantly going to make people better, much like wrestling Undertaker at Wrestlemania. No they aren't likely to win, but it makes for an entertaining match and gives them a big rub.

I completely approve of this and the longer it lasts the better.