

FOR IMMEDIATE RELEASE

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**GLENDALE LOOKING FOR UNIQUE VENDORS
FOR FIESTA BOWL GRIDIRON JAM JANUARY 3**

GLENDALE, Ariz. -- The city of Glendale is gearing up for an officially-sanctioned Fiesta Bowl event this year, the Saturday prior to the Fiesta Bowl game in Glendale, on Jan. 3. The Office of Special Events is looking to enlist sports merchandise vendors, as well as food concessionaires to participate in the festival.

For this particular festival, which is geared to out-of-town visitors and Valley sports enthusiasts alike, event planners are seeking vendors with sports-themed merchandise, as well as food vendors with tailgating-type concessions, such as chicken wings, bratwurst, pizza, cheese sticks, french fries, etc.

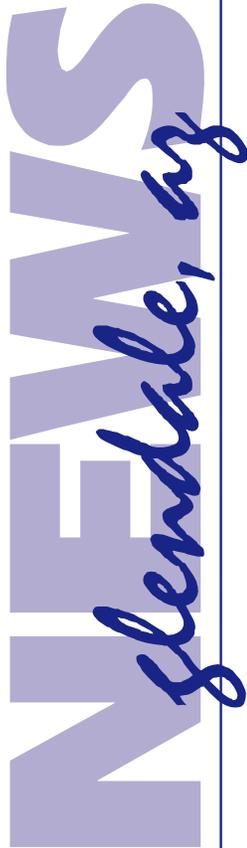
This event ties in to the city's award-winning Glendale Glitters, the state's largest free holiday light display, which draws nearly 250,000 people over the course of several weeks.

All qualified businesses or individuals are invited to apply; space is limited, however, and applicants will be held to very strict guidelines.

To request a vendor information form, please contact Nicole Sandberg at 623-930-2017, or via e-mail at nsandberg@glendaleaz.com. Vendors may also fill out the form online at www.glendaleaz.com/vendor_information.cfm.

To learn more about this festival and Glendale's season of award-winning events, visit www.glendaleaz.com/events.

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