

FOR IMMEDIATE RELEASE

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GLENDALE TO HOST MULTIPLE FIESTA BOWL EVENTS

GLENDALE, Ariz. – Cool tunes, power plays and tasty tailgating treats—when it comes to Fiesta Bowl season, fans will find plenty to do in Glendale.

This year will be the first time that the Blue Cross Blue Shield of Arizona Fiesta Bowl National Band Championship, the Fiesta Bowl Youth Football Clinic, the Stadium Club event and college football’s biggest tailgating party will be held in Glendale.

All of these events will help contribute to the overall \$315 economic impact predicted for this year’s Festival of College Football, featuring the Tostitos Fiesta Bowl, Tostitos BCS National Championship and Insight Bowl.

“We are thrilled to be able to host these premier sporting events,” said Glendale Communication Director Julie Frisoni. “It is a win-win situation because these events not only allow our city to benefit from the economic impact, but it also provides us with a significant tourism opportunity to promote Glendale’s unique assets.”

The Fiesta Bowl Youth Football Clinic will be held Friday, December 29 from 9 a.m. to 1:30 p.m. at Glendale’s Youth Sports Complex, just east of the stadium. This is a non-contact football clinic for valley youth ages nine through 14.

The Blue Cross Blue Shield of Arizona Fiesta Bowl National Band Championship is an all-day music celebration and pageant, from 11 a.m. to 6:30 p.m. at Cardinals Stadium Friday, December 29.



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FIESTA BOWL, ADD 1+1+1

The ultimate tailgate experience for the Fiesta Bowl begins Monday, Jan. 1 and for the BCS Championship, it begins Monday, Jan. 8 from 11:30 a.m. to 5 p.m. The Stadium Club event will be located immediately east of the Glendale Arena and the nation's largest tailgating party will take place at the Glendale Youth Sports Complex.

For more information on the events, visit www.fiestabowl.org or call 480.350.0911 and www.glendalegotgame.com

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