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Updated Press Release
August 24, 2017



The NOVA® Home Loans Arizona Bowl 2016 Donates Nearly 200 Thousand Dollars to Local Charities and Pumps 21 Million Dollars into the Local Economy

TUCSON, Ariz., August 24, 2017 - The NOVA® Home Loans Arizona Bowl has a lot to be proud of. The third NOVA® Home Loans Arizona Bowl game will be held December 29th at Arizona Stadium, kickoff 3:30pm. The game will be broadcast on CBS Sports with a three-year contract. Alan Young, Executive Director, NOVA® Home Loans Arizona Bowl states, "This year, we want Tucsonans to feel that the bowl in its third year belongs to them, they can be proud to know that Tucson is held in the highest esteem by bowl committees and teams around the league. The 2017 bowl will be no exception, great teams, an excellent half time show and pre-and post-festivities will make this bowl our best."

The charitable giving from the 2016 Bowl game was nearly 200 thousand dollars with the largest donation going to the Boys and Girls Clubs of Tucson. A portion of the charitable donations will be presented at the press conference to Diamond's Children Medical Center and the Tucson Indian Center. Vantage West Credit Union President/CEO, Robert D. Ramirez will present the check to Jessica Galow, Senior Director of Development at Banner Health Foundation Tucson. The money will be used for the Diamond Children's Medical Center Hospital School Program. Banner Children's wants to ensure that hospitalized children don't get behind in school just because they are sick or have learning challenges. As a sponsor of the 2016 bowl, Vantage West Credit Union gets to designate the recipient of their charitable contribution.

The second donation will be made by Desert Diamond Casino Director of Public Relations & Community Events, Treena Parvillo. A contribution will be made to the Tucson Indian Center and will be accepted by the Tucson Indian Center Board Chairman, Rodney Palimo, Sr. The

Tucson Indian Center was first established as a Native American Club in 1957, the American Indian Association of Tucson, Inc., doing business as the Tucson Indian Center was officially incorporated in January 1963. The people who comprised this group were Tucson residents of the Tohono O'odham, Yaqui, Pima and other American Indian tribes as well as non-American Indian friends who wanted a place for Tucson area American Indians to gather for cultural celebrations, socializing, networking and community support. Over the years, the Tucson Indian Center has served American Indians and others who live in the Greater Metropolitan Tucson area and the non-reservation areas of Pima County, Arizona.

Through The NOVA® Home Loans Arizona Bowl Heroes Program, over \$200,000 in tickets were given to first responders, teachers, veterans and active military families. This program was funded by gifts and sponsorships.

The bowls' conservative estimates are that 14,860 football fans traveled to Tucson for the 2016 NOVA® Home Loans Arizona Bowl and their spending over 4 days translated into a twenty-one-million-dollar economic impact. And, this does not include the indirect spending or "ripple effects" that always follows. Finally, beyond the consumer spending, there is also the invaluable "media impact" that comes to Tucson through exposure of the city throughout extensive traditional media and online channels.

Alan Young, Executive Director NOVA® Home Loans Arizona Bowl and his staff will be introduced at the press conference. Alan Young has been the Executive Director since March of 2017. From 2014 to March, 2017 Alan was CEO of the Arizona Sports and Entertainment Commission and in 2015 facilitated the creation of the new Tucson Bowl game. Prior to the Commission, Alan served as Executive Director and Chief of Staff for two premier post season bowl games, the Fiesta Bowl and Cactus Bowl. The bowl has hired the following staff: Michelle Thornton VP, Sales and Marketing, Daniel Horist, Director of Operations & Events, Allyson Tofel, VP, Business Operations & Events, and Hans Rhey, Director of Ticket Sales.

The entertainment headliner at any bowl is an exciting component for any great game. During the press conference, the committee will announce who is performing during The Desert Diamond Casino Tailgate Festival from 11:00am-2:45pm on December 29th, 2017.

Upcoming dates:

Kickoff Luncheon – Friday, September 8, 2017, estimated number of people 600, Guest Speakers, Awards, Silent Auction

Desert Diamond Casino Tailgate Festival, December 29th - 11:00am-2:45pm.

Game Day Friday, December 29th Kickoff 3:30pm.

The Sun Belt Conference's membership consists of 11 football members: Appalachian State, Arkansas State, Coastal Carolina, Georgia Southern, Georgia State, Idaho, UL Lafayette, UL Monroe, New Mexico State, South Alabama, Texas State and Troy.

The Mountain West membership is comprised of 12 football members: The United States Air Force Academy, Boise State University, Colorado State University, Fresno State, University of Hawai'i, University of Nevada, University of New Mexico, San Diego State University, San José State University, UNLV, Utah State University, and University of Wyoming.

About the NOVA® Home Loans Arizona Bowl

Owned and operated by TD4Tucson, a Tucson-based non-profit organization. The NOVA® Home Loans Arizona Bowl was sanctioned in March 2015 as the 41st NCAA college football game and the third bowl game staged in Arizona. The NOVA® Home Loans Arizona Bowl is dedicated to promoting community engagement and support in the Tucson area and will include teams from the Mountain West Conference and the Sun Belt Conference. For more information about the NOVA® Home Loans Arizona Bowl, or for ticket information, visit WWW.novaarizonabowl.com.

Event: Press Conference

Location: NOVA® Home Loans Arizona Bowl offices, second floor
147 N. Stone Tucson, AZ 85701

Date: Thursday, August 24, 2017

Time: 2:00pm

Park in the downtown library and we will validate your ticket.
Take the stairs or elevator to the second floor of the library and we will direct you to the bowl office.

NOVA® Home Loans Arizona Bowl office

147 N. Stone, Tucson, AZ, 85701

(520) AZBOWL1 or (520) 292-6951

NovaArizonaBowl.com



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