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Media Alert

August 24, 2017



The NOVA® Home Loans Arizona Bowl selects
NEON TREES
to play at the Desert Diamond Casino Tailgate Festival.

TUCSON, Ariz., August 24, 2017 – The third NOVA® Home Loans Arizona Bowl game is set to kickoff at 3:30pm, December 29th at Arizona Stadium. Prior to the game, 11:00am to 2:45pm, fans are invited to the Desert Diamond Casino Tailgate Festival, Neon Trees will perform from 1:30pm – 2:45pm.

Hailed by Rolling Stone as "a New Wave pop powerhouse," Neon Trees first united in 2006 and instantly attracted acclaim and attention for their kaleidoscopic sound and affirmative vision, showcased on 2010's extraordinary debut album, HABITS. The album proved a phenomenon from the start, ascending to #1 on Billboard's "Heatseekers Albums" chart following the breakthrough success of its lead single, "Animal." A true international smash with 75 million streams to date, "Animal" reached the upper regions of an array of airplay and sales charts, including #1 on Billboard's "Alternative Songs" chart - the band's first ever #1 single. Now certified 2x platinum by the RIAA, "Animal" eventually received "Top Alternative Song" honors at the 2011 Billboard Music Awards, while also being featured in a long list of TV, film, and video game soundtracks and advertising campaigns. PICTURE SHOW followed two years later, highlighted by the 4x platinum certified blockbuster, "Everybody Talks", Neon Trees' first single to reach the top 10 on Billboard's "Hot 100" as well as their first ever #1 on the "Hot AC" chart. The song has been streamed 130 million times to date. POP PSYCHOLOGY made a stunning top-10 debut on the SoundScan/Billboard 200 upon its April 2014 release - Neon Trees' highest chart placement to date. The album's popular success was driven in large part by the multi-format smash single/video, "[Sleeping With A Friend](#)," now certified gold by the RIAA for sales and streams in excess of 41 million.

The Provo, UT-based band is currently hard at work in the studio, preparing the eagerly awaited follow-up to their 3rd album, 2014's acclaimed POP PSYCHOLOGY. "It seems strange to say this

but: We're back," wrote Neon Trees in a recent [Facebook](#) post. "It's been three years since our last album, and after years of being a band together, touring the world and living the dreams of our youth, we took an important break, one that's refreshed all of us and refocused what our band is and what we want to do next...Thank you for being with us all these years, and we can't wait to show you all what we've been up to and what we have in store."

Upcoming NOVA® Home Loans Arizona Bowl dates:

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

The Desert Diamond Casino Tailgate Festival from 1:30-2:45

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

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.

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