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NOVA HOME LOANS ARIZONA BOWL NAMES MIKE FEDER EXECUTIVE DIRECTOR

Tucson - The NOVA Home Loans Arizona Bowl has announced they have hired Mike Feder as their Executive Director. The longtime baseball executive brings more than three decades of sports experience including more than 17 years in Southern Arizona.

In his new role, Feder will work closely with the football bowl's Executive Committee and Advisory Board. Mike served as the NOVA Home Loans Arizona Bowl Marketing Coordinator in November and December of last year. His responsibility will include overseeing the business operation which includes sales & marketing, ticket operations, website, social media, community outreach and more.

Feder said "I'm excited to get this opportunity. I was involved in the Copper Bowl in the 90's so I have some experience in the bowl business. The NOVA Home Loans Arizona Bowl has a bright future. Last year's game generated over \$16 million in economic impact for Southern Arizona. That's significant for a first year game. We hope to increase that. It will be so nice to have so much more organizing time than we had last year. We plan on taking good advantage of that time. We have a great group of local volunteers and a tremendous title sponsor. It's my job to be the ringleader to get everybody to pull the rope together."

Ali Farhang, Executive Board Chairman of the NOVA Home Loans Arizona Bowl stated, "we are so pleased to have Mike move into the role of Executive Director. Mike's experience running large, sports centered businesses and events makes him the perfect choice to guide the Bowl into the future. Under Mike's leadership, I am confident we will build upon the successes of our inaugural game and ensure the Bowl's continued and growing economic and charitable impact on Southern Arizona."

Feder has been a General Manager in minor league baseball for 30 years, spending 1989 – 2001 as the GM of the Tucson Toros/Sidewinders and 2011 – 2013 as General Manager of the Tucson Padres. Mike received the Presidential Citation from Minor League Baseball and was the Pacific Coast League's Executive of the Year in 2013. That was the sixth time he has received the Executive of the Year award in professional baseball.

In his years in Tucson, Mike has been very active in the community, serving on the Board of Directors for Visit Tucson, the Father's Day Council which raises money for the Steele Children's Research Center, the Tucson Police Foundation, and the Caballeros Del Sol. Mike was also the Media Director and a Board Member for the Copper Bowl from 1990 – 1996. Feder was

inducted into the Pima County Sports Hall of Fame in 1998, as well as being honored by the Conquistadores in 1997 for long and meritorious service to the Tucson sports community. Mike also spent five years with the New Orleans Saints from 2011 – 2015 and two years as Coordinator, Tucson Special Projects for the Arizona Diamondbacks in 2014 & 2015.

About the NOVA® Home Loans Arizona Bowl

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.azbowlgame.com.