



For Immediate Release

Contact: Matt Russell
(520) 232-9840
mrussell@russellpublic.com

Gin Blossoms to Headline the NOVA Home Loans Arizona Bowl Pre-game Tailgate Festival

TUCSON, Ariz., October 27, 2016 – Wrapping up a national tour that made more than 100 stops this year alone, the Grammy-nominated Gin Blossoms will return to their native Arizona on December 30 to perform at the Desert Diamond Casino Tailgate Festival, the epic entertainment experience that will rally fans for the second NOVA Home Loans Arizona Bowl at Arizona Stadium.

Bursting onto the music scene in the late 1980s, the Gin Blossoms were central to the resurgence of “jangle-pop”, a mix of pop and rock, with chart-dominating hits including “Hey Jealousy”, “Found Out About You”, and “Allison Road.” The band was a regular fixture on the Billboard Hot 100 chart, and enjoyed routine invitations to appear on the Late Show with David Letterman, the Tonight Show, the Arsenio Hall Show, and Saturday Night Live.

“The Gin Blossoms got their start right here in Arizona, and we thought there was no better backdrop for their energy and talent than at one of college football’s most exciting post-season events right here in Tucson,” said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. “This will be a great and rare opportunity for our fans to celebrate the Gin Blossoms’ return to their roots.”

The concert is part of an afternoon of activities that will delight virtually every sense. The Desert Diamond Casino Tailgate Festival will also feature a Kids Zone with inflatables and games, a convoy of food trucks and other food tents, a beer garden, team bands and cheerleaders, and a “Get Involved Village” showcasing the work of many of Tucson’s charities.

And in what might be the largest congregation of nacho purveyors at a single event, Modelo will present the Nacho Average Tailgate Festival featuring the work of more than 30 gourmet nacho craftsmen who will engage in a chip-to-chip challenge for the coveted title of Nacho King or Queen. Attendees will be able to sample each nacho entry and cast a vote for their favorite. The winner will be crowned at halftime of the NOVA Home Loans Arizona Bowl later that afternoon.

The tailgate will take place on the University of Arizona Mall on December 30 from 11:00 am – 3:00 pm.

(more)

A bowl game ticket is all that guests will need for entry to the event, with an additional \$15 fee for access to the Nacho Average Tailgate Festival.

Tickets are available for purchase at www.NOVAArizonaBowl.com.

About the NOVA Home Loans Arizona Bowl

Owned and operated by TD4Tucson, a Tucson-based non-profit organization, the NOVA Home Loans Arizona Bowl will kick off on December 30, 2016, at 3:30 pm MST at Arizona Stadium. In its debut last year, the bowl raised more than \$85,000 for local charities and contributed \$16 million in local economic impact. This year's game will feature teams from the Mountain West and Sun Belt Conferences, with partnership support from American Sports Network, Arizona Sports and Entertainment Commission, and Campus Insiders. For more information visit www.NOVAArizonaBowl.com.

###