



## **For Immediate Release**

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### **NOVA Home Loans Arizona Bowl Launches New Website *Game tickets, fan information and a merchandise marketplace anchor the digital destination***

**TUCSON, Ariz., November 3, 2016** – Built as a single-stop destination for everything college football fans need to know about the upcoming bowl game in Tucson, the NOVA Home Loans Arizona Bowl has launched a comprehensive new website, [www.NOVAArizonaBowl.com](http://www.NOVAArizonaBowl.com).

The new site, created by Tucson-based Anchor Wave Internet Solutions, was designed as the primary portal for ticket sales transactions, but includes a host of additional features and functions to equip fans with information to maximize their game-day experience.

Visitors to the site will learn about the history of Tucson's bowl game, get acquainted with its Mountain West and Sun Belt Conference partners, access a calendar of bowl week events, have the opportunity to shop for bowl merchandise, and more.

The ticket section of the website offers a range of seating, hosting, and entertaining opportunities, from single tickets to luxury suite accommodations for hosting private gatherings.

Five special ticket packages are also available, ranging from the Family Four Pack, including four end zone tickets and four pre-game party passes for \$80, to the MVP Package, including eight Stadium Club tickets with food and soft drinks, eight pre-game VIP party passes with food, beer, and soft drinks, and four parking passes for \$1,500.

"Our fans need an easy-to-navigate, educational, and just plain fun online gathering place to prepare for this year's game, and we think this new site really delivers," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "It was important to us from the beginning that the site represent the energy, the spirit, and the excitement that this bowl symbolizes."

(more)

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 the American Sports Network, Arizona Sports and Entertainment Commission, and Campus Insiders. For more information visit [www.NOVAArizonaBowl.com](http://www.NOVAArizonaBowl.com).

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