



For Immediate Release

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Local Charities to Represent the 'Soul of the Bowl' at the NOVA Home Loans Arizona Bowl

TUCSON, Ariz., December 23, 2016 – No matter how the game concludes when the clock runs out on December 30, the real winners of the NOVA Home Loans Arizona Bowl will be local charities and the many individuals and families they serve on a daily basis.

"At the heart of this event is a heart for cause, and it's part of our mission to leverage the strong brand of the Bowl to raise awareness of, and funds for, local charities that serve our community," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "This heart for cause beats strong, it's really the soul of this Bowl. This has also been a major priority to our title sponsor NOVA Home Loans."

Local charities will play a central role in the Bowl's community outreach well before kick-off.

On December 28, players, coaches, and staff from the Air Force Academy and the University of South Alabama will make appearances at Banner University Medical Center and the Steele Children's Research Center to visit children and their families touched by illness. Southwest Gas has designed and donated special footballs for the players to autograph and distribute to the children.

On December 29, representatives from the University of South Alabama will tour the Ronald McDonald House to get a sense of their programs designed to strengthen families during difficult times.

On December 30, the pre-game tailgate festival, presented by Desert Diamond Casino, will feature a Charity Village where more than 40 local non-profit organizations will showcase their work. Thirty minutes before kick-off, representatives of the charities will lead fans into Arizona Stadium in a procession with colorful flags custom designed for each organization.

The Bowl's halftime show will also feature a Procession of Purpose, with charity representatives joining Bowl officials on the field to be formally recognized for their work in the community.

"Recognizing these organizations that work so hard to make a difference in the lives of children, adults, and families who need it the most is a daily practice that we should all adopt throughout the year," said

Feder," and hopefully the pageantry that will play out during game week will refresh our spirit of service as we prepare for the new year."

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.

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