



## For Immediate Release

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### Contributions from Pima County, Raytheon Missile Systems, Rio Nuevo, and Rusty & Mary Garrett Take NOVA Home Loans Arizona Bowl Heroes Tribute Program Across the 7,000 Hero Line

**TUCSON, Ariz., December 15, 2016** – More than 7,000 active duty military, veterans, police officers, sheriff's deputies, firefighters, paramedics, teachers, and underprivileged children will be provided with complimentary tickets to the NOVA Home Loans Arizona Bowl thanks to Pima County, Raytheon Missile Systems, Rio Nuevo, Rusty & Mary Garrett, and a host of local businesses that have contributed to the Bowl's Heroes Tribute Program.

Pima County's contribution will provide 1,000 game tickets for teachers and their guests, 750 individuals who currently serve in the military will be attending the game through Raytheon Missile Systems' contribution, and Rio Nuevo's sponsorship not only enabled the game itself but will benefit our servicemen and women. The Air Force Academy also donated more than 1,000 of their total ticket allotment to airmen at Davis-Monthan and Luke Air Force Bases.

Additional marquee sponsors of the Heroes Tribute program include OneAZ Credit Union, Bank of America - Merrill Lynch, Crest Insurance, and Hensley Beverage Company - Four Peaks Brewing Company, together with a number of big and small businesses across Southern Arizona. A full list of the participating businesses is at [www.NOVAArizonaBowl.com](http://www.NOVAArizonaBowl.com) in the *Get Involved* section.

"All of these businesses that have stepped up to give so generously to our local heroes are heroes in their own right," said Mike Feder, executive director of the NOVA Home Loans Arizona Bowl. "This will be the first time that many of our guest heroes will be attending a post-season college football game of this magnitude, and we're grateful for the level of giving that our business community continues to set."

Having now crossed the half-way mark to his Heroes Tribute Program goal of 10,000 tickets, Feder has issued a final appeal to local businesses to join with their peers in support of those who need it the most.

"Our goal is big and bold, but I'm confident that we'll have the privilege of sending 10,000 heroes to this game without asking for anything in return from them; it's really quite simple, they support us every day, and this is one day when we can come together to support them."

Businesses interested in contributing to the Heroes Tribute Program can contact Mike Feder at 520-AZBOWL1 (520-292-6951) or [mike@NOVAArizonaBowl.com](mailto:mike@NOVAArizonaBowl.com). Program packages are available starting at \$100, which would provide tickets to four heroes, to \$10,000, which would enable 400 heroes to attend the game. Some packages include additional benefits for the business sponsors, including gameday recognition, videoboard logo rotation, VIP parking and tailgate passes, and NOVA Home Loans Arizona Bowl merchandise.

#### 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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