



## **For Immediate Release**

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## **SDCCU HOLIDAY BOWL KICKOFF SET FOR DEC. 28 IN PRIME TIME ON FOX**

**San Diego, CA** — San Diego County Credit Union Holiday Bowl and FOX Sports officials announced today that the 43<sup>rd</sup> annual bowl game will kick off Tuesday, December 28<sup>th</sup> at 5:00 p.m. PT.

There are a few firsts associated with this year's game. In addition to being played downtown at Petco Park for the first time, the game will make its debut appearance on broadcast television on FOX. The 2017, 2018 and 2019 SDCCU Holiday Bowl games were played on FS1.

"We are so excited and proud to present the bowl game on broadcast television for the first time ever," said Bob Bolinger, the 2021 president of the bowl game. "A huge national television audience will get to see how beautiful it is in San Diego in late December. It is tough to beat prime time on FOX!"

This year's SDCCU Holiday Bowl will also feature a new Power 5 conference matchup. The Pac-12 remains with the game and will now face top teams from the ACC. Not one of the 15 teams in the new partner conference has ever played in the Holiday Bowl. ACC members include Notre Dame, Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, NC State, Pitt, Syracuse, Virginia, Virginia Tech and Wake Forest.

"Our fans can expect to enjoy rare matchups of great teams, down-to-the-wire finishes and plenty of offense," said Bolinger. "This east versus west matchup is perfect for the SDCCU Holiday Bowl."

For tickets and other information, visit [www.HolidayBowl.com](http://www.HolidayBowl.com).

Recognizing that San Diego is a premier tourist destination, the mission of the non-profit 501(c)(3) San Diego Bowl Game Association is to generate tourism, visibility and economic impact for the San Diego region by producing the Holiday Bowl and other outstanding events and experiences for visitors and local fans of all ages. Since 1978, the association has generated nearly \$1 billion in economic benefit for the region.

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