



## NEWS FROM THE FOOTBALL BOWL ASSOCIATION

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### FOOTBALL BOWL ASSOCIATION OFFICIALLY UNVEILS NEW LOGO

ARLINGTON, TEXAS (FBA) – The 2011 college football season is right around the corner and in preparations for the new season, the **Football Bowl Association** officially unveiled a new logo today.

The logo was designed by **Torch Creative**, a brand identity agency based in Dallas. The red and blue graphic will serve as the primary mark for the FBA, which is comprised of 35-member bowl games representing 28 communities.

“As we look to the future, the new FBA logo will be featured prominently in the coming months leading up to bowl season,” Tina Kunzer-Murphy, FBA Chairman and Executive Director of the MAACO Bowl Las Vegas said. “This logo is part of an enhanced branding effort that began last year with the launch of the FBA’s updated website.”

The FBA unveiled the new logo at numerous conference football media days by distributing brochures that included the new mark. These brochures serve to promote the many benefits of the bowl system and also include the 2011-12 bowl schedule.

Torch Creative was founded in 2005 by Michael Thurman and his business partner, Brad Bishop. The agency specializes in logo design. In addition to their work with the FBA, Torch has created identity programs for numerous clients including the 2010 NBA All-Star Game, the 2011 NHL All-Star Game, the 2008-11 NHL Stanley Cup Playoffs and Final, the AT&T Cotton Bowl Classic as well as other professional, collegiate, corporate and municipal clients.

“Assisting the Football Bowl Association in the development of a new brand identity is a great honor for Torch Creative, and being passionate college football fans, we hope our work represents the prestige of the FBA and its members for many years to come,” Thurman said.

Continuing a century-old tradition, college bowl games from coast-to-coast provide unique post-season experiences for nearly 7,000 student-athletes and crown 35 teams as Bowl Champions each year. They will also generate more than a billion dollars in economic impact for 28 communities throughout the country and provide revenues of more than \$260 million to NCAA schools.

ADVOCARE V100 INDEPENDENCE BOWL • ALLSTATE SUGAR BOWL • ALLSTATE BCS NATIONAL CHAMPIONSHIP GAME • AT&T COTTON BOWL CLASSIC • AUTOZONE LIBERTY BOWL • BBVA COMPASS BOWL • BEEF 'O'BRADY'S BOWL ST. PETERSBURG • BELK BOWL • BELL HELICOPTER ARMED FORCES BOWL • BRIDGEPOINT EDUCATION HOLIDAY BOWL • CAPITAL ONE BOWL • CHAMPS SPORTS BOWL • CHICK-FIL-A BOWL • DISCOVER ORANGE BOWL • FRANKLIN AMERICAN MORTGAGE MUSIC CITY BOWL • GATOR BOWL • GODADDY.COM BOWL • HYUNDAI SUN BOWL • INSIGHT BOWL • KRAFT FIGHT HUNGER BOWL • LITTLE CAESARS PIZZA BOWL • MAACO BOWL LAS VEGAS • MEINEKE CAR CARE BOWL OF TEXAS • MILITARY BOWL PRESENTED BY NORTHROP GRUMMAN • NEW ERA PINSTRIPE BOWL • NEW MEXICO BOWL • OUTBACK BOWL • ROSE BOWL GAME PRESENTED BY VIZIO • R+L CARRIERS NEW ORLEANS BOWL • SAN DIEGO COUNTY CREDIT UNION POINSETTIA BOWL • SHERATON HAWAII BOWL • TICKETCITY BOWL • TOSTITOS FIESTA BOWL • UDROVE HUMANITARIAN BOWL • VA LERO ALAMO BOWL