



NEWS FROM THE FOOTBALL BOWL ASSOCIATION

CONTACTS

MICHAEL KONRADI
Marketing & Public Relations Committee
(817) 892-4804 • michael@attcottonbowl.com

CHARLIE FISS
Marketing & Public Relations Committee
(817) 892-4802 • charlie@attcottonbowl.com

For Immediate Release

Jan. 12, 2012

What a Bowl Season! Here's What They're Saying

Allstate BCS National Championship Game

On winning the game: "I've been dreaming of this my whole life. ... This is a blessing for my teammates and my parents. I never thought, starting football when I was 4, that I would ever be here. And nobody can ever take this away from me." – AJ McCarron, Alabama quarterback ("Alabama quarterback AJ McCarron rises to the occasion," *New Orleans Times-Picayune*, Jan. 10, 2012)

GoDaddy.com Bowl

On visiting the University of South Alabama Children's and Women's Hospital: "It was an enlightening and humbling experience. ... We could tell it meant so much to the kids, and seeing something just as simple as us football players walking in the door brightening their day meant even more to us than it did it to them. It gives us even more motivation to go out there and win on Sunday." – Ryan Alpin, Arkansas State quarterback ("Red Wolves visit USA Children's, Women's Hospital," *KAIT8.com*, Jan. 6, 2012)

AT&T Cotton Bowl Classic

"It's real, real big," Arkansas senior Greg Childs said about the Cotton Bowl win last week and what it meant to the program. "(The seniors) wanted to go out on a good note. We wanted to go 11-2. We wanted to leave this program better than when we got here." ("Football: Arkansas Earns Top Five Finish, First Since 1977," *Arkansas News Bureau*, Jan. 11, 2012)

Military Bowl Presented by Northrop Grumman

"The Air Force Academy may have been edged out by Toledo during the hard-fought football game, but the military as a whole ultimately emerged victorious at the Military Bowl, yesterday, due in part to a well-visited armed forces expo in front of the stadium before the game." ("Military Village Expos Makes Win-Win at Military Bowl," *USO.org*, Dec. 29, 2011)

Champs Sports Bowl

"Thursday's Champs Sports Bowl between Notre Dame and Florida State involved the largest attendance increase of any bowl from last season to this season ..." ("Champs Bowl has largest attendance increase," *ESPN Blog*, Jan. 4, 2012)

Bridgepoint Education Holiday Bowl

"The Texas Longhorns and California Golden Bears will be the stars on the football field at [the] Holiday Bowl, but their out-of-town fans are the real heroes in the eyes of San Diego's tourism industry." ("Are Holiday Bowl fans big spenders?," *San Diego Union-Tribune*, Dec. 28, 2011)

BBVA Compass Bowl

"Over the last six years, the BBVA Compass Bowl has generated more than \$63 million for the area, during a time of year that is typically slow for tourism." ("BBVA Compass Bowl brings economic boost," *ABC3340.com*, Jan. 5, 2012)