



MEDIA ADVISORY

DECEMBER 28, 2009

INTERNATIONAL BOWL MEDIA OPPORTUNITIES

December 28th, 2009 – January 1st, 2010

Toronto, Ontario – International Bowl week begins with the University of South Florida arriving in Toronto on December 28th and Northern Illinois University a day later. Below is outlined all of the opportunities the media will have to interview coaches and student athletes along with the protocol for taking still pictures and video.

For all practices at Rogers Centre please use Gate 13 to enter the building where you will be greeted and directed to field level. Media Credentials will also be available for pickup at the practices taking place at the Rogers Centre in addition to the International Bowl Kick-off Luncheon on New Years Day at the Harbour Castle Westin Hotel.

To expedite interviews with student athletes from South Florida, media should contact Chris Freet at either cfreet@admin.usf.edu or (813) 625-6075 with requests in advance of the practice they plan to attend.

For more information on Northern Illinois' practice schedule and the availability of Huskie players and coaches throughout the week, contact Donna Turner or Joe Summins of the NIU Media Relations Office, see contact info below.

Monday, December 28th, 2009

6:00 PM: Upon South Florida's arrival in Toronto, Head Coach Jim Leavitt and their student athletes will be available for interviews in the lobby of the Westin Harbour Castle Hotel.

Tuesday, December 29th, 2009

2:00 PM – 3:00 PM: The University of South Florida Bulls will be practicing at the University of Toronto's Varsity Centre. The first 15 minutes of their practice which begins at 2 PM, will be open for still photography and video opportunities. Members of the media will have the opportunity to interview Head Coach Jim Leavitt and the student athletes at the conclusion of practice as they leave the field.

3:00 PM: Upon Northern Illinois's arrival in Toronto, Huskies Head Coach Jerry Kill and their student athletes will be available for interviews in the lobby of the Sheraton Centre.

Wednesday, December 30th, 2009

10:00 AM – 12:00 PM: The University of South Florida Bulls will be practicing at Rogers Centre. The first 15 minutes of their practice will be open for still photography and video opportunities only. Members of the media will have the opportunity to interview Head Coach Jim Leavitt and the student athletes at the practices conclusion as they leave the field.

2:00 – 3:30 PM: The Northern Illinois Huskies will be practicing at Rogers Centre. The Huskies practice will be open to the media for its entirety with both still photography and video opportunities available. Members of the media will have the opportunity to interview Head Coach Jerry Kill and their student athletes at the conclusion of practice as they leave the field.

Thursday, December 31st, 2009

10:00 AM – 12:00 PM: The University of South Florida Bulls will be practicing at Rogers Centre. The first 15 minutes of their practice will be open for still photography and video opportunities only. Members of the media will have the opportunity to interview Head Coach Jim Leavitt and the student athletes at the practices conclusion as they leave the field.

2:00 – 3:30 PM: The Northern Illinois Huskies will be practicing at Rogers Centre. The Huskies practice will be open to the media for its entirety with both still photography and video opportunities available. Members of the media will have the opportunity to interview Head Coach Jerry Kill and their student athletes at the conclusion of practice as they leave the field.

Friday, January 1st, 2010

12:00-1:30 PM: The 2010 International Bowl Kick-off Luncheon will be taking place at the Harbour Castle Westin Hotel. The two head coaches, Northern Illinois University's Jerry Kill and University of South Florida's Jim Leavitt will be speaking. Both Head Coaches and student athletes from each team will also be available for interviews at the luncheon. **Media are welcome to attend. Please RSVP to Campbell Blake, International Bowl Media Relations with any requests.**

5:30 PM: Battle of the Bands will be taking place on Friday night at Rogers Centre. It will begin at 5:30 with the marching bands facing off with each performing their school's fight song, and then alternate with selected numbers until a champion is crowned.

7:00 PM: The second annual International Bowl All-Star Showcase will be taking place at Rogers Centre with a 7 PM kickoff. This battle of the gridiron pits a selection of the best high school players in the Greater Toronto Area against their counterparts from Quebec. The GTA All-Stars will looking to continue with their winning ways in 2010, having beaten Quebec 33-1 in last year's inaugural game.

ABOUT THE INTERNATIONAL BOWL:

The International Bowl is the only NCAA Division I football game played outside the U.S. The fourth annual International Bowl will be played on Saturday, January 2, 2010 at Rogers Centre with a noon kick-off. Tickets are now on sale at all Ticketmaster outlets, online at Ticketmaster.ca or by calling 416-872-5000.

For further information, including media credential requests, please visit the official International Bowl website at www.internationalbowl.org.

FOR MORE INFORMATION, CONTACT:

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