



# MEDIA ADVISORY

January 1, 2009

## REV. JESSE JACKSON IN TORONTO TO KEYNOTE 2009 INTERNATIONAL BOWL KICKOFF LUNCHEON

FRIDAY, JANUARY 2<sup>nd</sup>, 2009

- **International Bowl Kickoff Luncheon**
  - **12:00 noon – 1:45p**  
Sheraton Centre  
Grand Ballroom  
123 Queen Street West  
Corner of Queen & York (one block east of University)  
Toronto, ONT

In attendance will be the teams and coaching staffs from:

- University at Buffalo
- University of Connecticut

Also in attendance:

- 1958 University at Buffalo football team
- International Bowl officials.

**Rev. Jesse Jackson will be the keynote speaker for the luncheon.**

*Note: A platform w/ mult-box, will be set-up in the rear of the ballroom for media (photographers, videographers, and radio broadcasters). Limited platform space is available. Please call ahead to indicate your intention to attend.*

- **1:40p**
  - **Press Conference w/ Rev. Jesse Jackson**
    - **Rev. Jesse Jackson will be available to media**  
(Immediately following the bowl kickoff luncheon)  
Sheraton Centre  
Sheraton Hall B
    - ***Media should exit the main ballroom first, and set-up in preparation for the press conference***

**ABOUT THE INTERNATIONAL BOWL:**

The International Bowl is the only NCAA Division I football game played outside the U.S. The third annual International Bowl will be played on Saturday, January 3, 2009 at Rogers Centre with a noon kick-off.

The game will be broadcast on The Score in Canada and ESPN2 in the US. The game will also be heard live on the Fan 590.

Tickets are now on sale at all ticketmaster outlets, online at [ticketmaster.ca](http://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](http://www.internationalbowl.org).

**FOR MORE INFORMATION, CONTACT:**

Tim Moore  
International Bowl Media Relations  
216- 392-2723  
[tmopr@msn.com](mailto:tmopr@msn.com)  
[www.internationalbowl.org](http://www.internationalbowl.org)