



MEDIA ADVISORY

DECEMBER 27, 2009

NORTHERN ILLINOIS/SOUTH FLORIDA ARRIVE IN TORONTO MEDIA OPPORTUNITIES

South Florida will be practicing at U of T Varsity Centre on Tuesday

Toronto, Ontario – International Bowl week begins with the University of South Florida arriving in Toronto on December 28th. Members of the media are welcome to attend the Bulls expected arrival of 6 PM in Toronto at their host hotel, Westin Harbour Castle. Bulls Head Coach Jim Leavitt and their student athletes will be available for interviews in the lobby at this time.

Northern Illinois have an expected arrival of 3 PM on December 29th in Toronto at their host hotel, Sheraton Centre. Huskies Head Coach Jerry Kill and their student athletes will be available for interviews in the lobby at this time.

Please be aware that these times are approximate due to the nature of international travel. An advisory outlining the media opportunities for the rest of the week will be forthcoming.

South Florida Practice – December 29th, 2009 at the University of Toronto's Varsity Centre



The University of South Florida Bulls will be practicing at the University of Toronto's Varsity Centre on Tuesday, December 29th. The first 15 minutes of their practice which begins at 10 AM, 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 practices conclusion as they leave the field.

To expedite player interviews, media should contact Chris Freet at either cfreet@admin.usf.edu or **813-625-6075** with requests in advance of practice.

The Varsity Centre is located at 299 Bloor St. West on the southeast corner of Bloor Street and Devonshire Place (one block west of Avenue Road/Queen's Park) at the north end of the University of Toronto's beautiful and historic downtown campus. The Centre is easily accessible by public transit, just steps away from the St. George and Museum subway stations.

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 request, please visit the official International Bowl website at www.internationalbowl.org.

FOR MORE INFORMATION, CONTACT:

Campbell Blake
Director, Communications/Media Relations
International Bowl
cblake@internationalbowl.net
(416) 938-4097