



MEDIA RELEASE

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BATTLE OF THE BANDS BRINGS IT ON INDOORS

Northern Illinois and South Florida's Bands To Face-off At Rogers Centre

Toronto, ON – It is as much a part of the International Bowl tradition as the game itself. The night before Northern Illinois and South Florida face one another in the 2010 International Bowl at the Rogers Centre; their respective bands will square off. And this year for the first time, the Battle of the Bands will take place at the Rogers Centre.

“When we developed the idea for the International Bowl, we wanted to show Torontonians everything that is exciting and entertaining about the American college football experience,” International Bowl vice-president Cam Hawkins said. “In addition to the game, we wanted to showcase the marching bands battling it out for bragging rights. We encourage everyone to come to Rogers Centre and experience the Battle of the Bands.”

The Battle of the Bands features the schools performing their respective fight songs and other selected numbers, along with choreographed drum lines. The competition will precede the 2010 International Bowl All-Star Showcase between the GTA All-Stars and their counterparts from Quebec. The gates will open at 5:00 pm on New Year's Day at Rogers Centre. The Battle of the Bands will begin at 5:30 pm before the All-Star game kicks off 90 minutes later.

The Battle of the Bands is a preview of the pageantry that follows at halftime of the International Bowl the following day. It is appealing and entertaining and a chance for the bands to participate in their own respective competition.

If you've never seen the Battle of the Bands, it is a real treat. The bands play with passion, embodying the true spirit of college football. The pomp and the circumstance are on display with every step. It has quickly become an attraction during the International Bowls week of festivities.

Admission to the event is included with your ticket to the 2010 International Bowl taking place the next day. Tickets are available for purchase at Gate 7 of the Rogers Centre.

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.

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