

# GOOD KARMA BRANDS

## **ESPN Announces Creation of Boca Raton Bowl**

*Postseason Game Affiliated with Teams from the American Athletic Conference, Conference USA, and Mid-American Conference*

ESPN Regional Television, a subsidiary of ESPN, announced the creation of the Boca Raton Bowl in a six-year agreement beginning in 2014. The pre-Christmas bowl game will be affiliated with the American Athletic Conference, Conference USA and the Mid-American Conference with each conference participating an expected four times during the six-year span.

The bowl game will be played at FAU Stadium in Boca Raton, Fla., on the campus of Florida Atlantic University and nationally televised on ESPN or ESPN2. The open-air stadium opened in 2011 and seats just under 30,000 fans

The local sales of the bowl game will be handled by [ESPN West Palm](#), which is the FAU radio broadcast partner.

### **Quotes**

“We are pleased to be able to bring post season college football to the Boca Raton area and host institutions from the MAC, American and C-USA,” said Pete Derzis, Senior Vice President & GM, ESPN Regional Television. The many amenities of this area will make this a wonderful experience for the participating teams, their fans and administrators.”

“Our community is excited to serve as hosts for the Boca Raton Bowl,” said Patrick Chun, director of athletics, Florida Atlantic University. “The national exposure associated with ESPN will be beneficial to our region, county, city and university on many levels. We are thankful to all of our local government officials and community leaders for making this game a reality. We look forward to building one of the best bowl experiences in college football.”

“We are pleased to be a participant in the Boca Raton Bowl,” said Mike Aresco, commissioner, American Athletic Conference. “We look forward to rewarding a deserving American Athletic Conference team with a berth in this quality postseason game. In partnering with this bowl and its outstanding management, we provide another wonderful opportunity for our student-athletes, our schools and our conference to gain national exposure in a destination that is both extremely attractive and accessible to our schools and their fans.”

“I am excited this bowl will provide yet another exciting destination for our fans and student-athletes, said Britton Banowsky, commissioner, Conference USA. “When Pat Chun and I first discussed this idea more than a year ago, we thought it had great potential. It is satisfying to see how the community has come together to showcase their region and a stadium within view of the Atlantic Ocean. We are particularly appreciative of ESPN for providing the key leadership. We are confident this game will benefit those involved for many years to come.”

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“The Mid-American Conference is pleased to join with ESPN and several other conferences in the creation of the Boca Bowl,” said Jon A. Steinbrecher, commissioner, Mid-American Conference. “This has all the ingredients for an excellent bowl game: great location, great facilities for student-athletes and fans, and hungry teams. I am eagerly anticipating the inaugural game in December of 2014.”

“Our team at ESPN West Palm is thrilled and honored to be a part of the first Bowl game in Palm Beach County history,” said Steve Politziner, Good Karma Broadcasting vice president and ESPN West Palm general manager. “We look forward to doing our part to ensure a great experience for fans, and to provide a new marketing opportunity for the local business community.”