



FOR IMMEDIATE RELEASE

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## CITY OF GLENDALE CREATES NEW PLAYBOOK FOR 2011 BOWL GAMES

**GLENDALE, Ariz.** -- The city of Glendale is pulling out a new playbook to get ready to host the 2011 Fiesta Bowl and BCS National Championship game.

“The city has been hosting major sporting events the past seven years,” said Julie Frisoni, the city’s executive communications director, “but we’re always reviewing our plans and creating new opportunities to enhance the experience for residents and visitors.”

This year, city staff will add the following features as host city for two of college football’s biggest events:

- **Traffic Tweets.** To help with game-day traffic, Glendale traffic officials will be issuing traffic advisories by way of Twitter. Tweets can be viewed online at [www.twitter.com/GlendaleTraffic](http://www.twitter.com/GlendaleTraffic) or on smart phones by signing up for Twitter and electing to follow the Glendale Traffic Twitter feed. Police remind drivers to check twitter before they get behind the wheel or have it checked by a passenger to avoid distracted driving.

- **Ticket Drawing.** The Glendale Convention and Visitors Bureau is holding a drawing for two free tickets to the Fiesta Bowl. The offering created an instant reaction on the web where local residents and out-of-town visitors logged on to win. The drawing closes at 5 p.m. Dec. 27. To enter, call (623)930-4500 or log on to [www.visitglendale.com](http://www.visitglendale.com).

- **Streaming Video.** Live video of the Glendale Glitter & Glow Block Party event, which coincides with the bowl season, will be available for the first time on the city’s website, [www.glendaleaz.com/events](http://www.glendaleaz.com/events).

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## What's new as city hosts bowl games

ADD 1-1-1-1-1-1

The live video will give online users a birds-eye view of 1.5 million sparkling holiday lights along with hot air balloons glowing amidst the trees throughout Historic Downtown Glendale. Online users from around the world can view the tethered balloons gently expanding as pilots fire them up, all from the comfort of their home. Local viewers can log on for a preview of the evening's fun and festivities.

- **Local Business Exposure.** The Glendale Convention and Visitors Bureau rallied area businesses to put together Bowl Game specials to stimulate sales locally and to football tourists. The bureau also assisted in promoting the specials through e-mail blasts, website support and local and national media exposure. Deals can be found on [www.visitglendale.com](http://www.visitglendale.com).
- **After Glow Block Party.** The city's annual Glendale Glitter and Glow Block Party on Saturday, Jan. 8 in its historic downtown includes a new highlight: the After Glow. The After Glow will feature one of the Valley's most popular bands, The Chadwicks, performing from 9:30 to 11 p.m. The block party, which begins at 5 p.m., is expected to attract football fans in town for the big games.
- **Media event.** In its on-going effort to enhance tourism, city marketing staff created a Parrothead and Penalties night to showcase city amenities to media from other markets. Reporters will be hosted for an evening that includes a visit to Margaritaville at Westgate City Center, a Coyotes game at Jobing.com Arena and a stop at the After Glow. The event, planned by city staff, is underwritten by four area businesses: Total Transit, TriStar Properties, Margaritaville, and the Phoenix Coyotes.
- **Web sites.** Glendale's family of websites, all updated with game day news, have experienced a ten-fold increase in visitors over the same time last year. More than 125,000 college football fans have made [glendalesgotgame.com](http://glendalesgotgame.com) their digital destination for everything from maps to ticket information. VisitGlendale.com is also sharing in the online spotlight, receiving hundreds of requests for travel packets, up 50% from last month. Plus, more than 400 fans have registered to win Fiesta Bowl tickets and plan on shopping in Glendale. The Shop Glendale discount card has been downloaded more than 400 times, a 100% increase from November.

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## What's new as city hosts bowl games

ADD 2-2-2-2-2-2-2-2-2

- **Camelback Ranch - Glendale.** In response to inquiries at the Glendale Visitors Center, the city's spring training facility has developed a plan to host RV tourists looking to locate close to the action.

With these moves added to the city's playbook, Glendale is prepared to garner its share of sports tourism which is expected to hit \$420 million across the Valley for three upcoming bowl games: the Fiesta Bowl and BCS Championship played in Glendale, and the Insight Bowl played in Tempe.

For more information about the Bowl games and activities, visit [www.glendalesgotgame.com](http://www.glendalesgotgame.com) or call 623.930.4500.

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