



For Immediate Release

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VISITOR CENTER HELPS FIESTA BOWL / BCS FANS NAVIGATE GAME DAY IN GLENDALE

GLENDALE, Ariz. – Hometown fans may have the advantage when it comes to cheering on their teams at the Fiesta Bowl and BCS Championship games, but the city of Glendale has caught the fever too. The city is transforming its Visitors Center into Football Central and getting ready to greet visiting fans and give them the lowdown on the off-field action happening in the host city.

With the Dec. 5 announcement of the team picks for the January match-ups, Glendale's Visitors Center took on an all-new look, paying tribute to 40 years of Fiesta Bowl history, the winning records of all four collegiate teams heading to town, and to the pure excitement of the athletic battles ahead at the University of Phoenix Stadium.

“When our doors opened the day after the team announcements, football fans were waiting,” said Lorraine Pino, tourism manager of Glendale Convention and Visitors Bureau.

Pino and her staff were ready with football giveaway bags, and a chance for residents and visitors to win Fiesta Bowl tickets. The ticket drawing, which runs through Dec. 27, is open to those visiting the center in person at 5800 W. Glenn Drive, Suite 140 in downtown Glendale or who log onto www.visitglendale.com.

Of course it's more than the chance to win free tickets to the bowl game that has people contacting the Visitors Center. The center, which recently celebrated its tenth anniversary, specializes in helping people enjoy all that Glendale and the neighboring West Valley has to offer.

(more)

City Prepares for Teams

1-1-1-1-1-1-1-1-1

“Football brings people to town, but then they want their experience customized to fit their interests. Some want non-stop action and are excited to learn about our Sports and Entertainment District. Some are self-described football widows who want the scoop on unique shopping venues while others delight in desert and outdoor adventure,” said Pino. “We’re here for all of them, ready to give them the resources to plan their trips or even propose an itinerary of activities for them.”

Glendale is well prepared for the invasion of fans having previously hosted the trifecta of football – the Fiesta Bowl, BCS Championship and the Super Bowl.

First-time and routine visitors to the area can learn more about Glendale – Arizona’s fourth largest city, located in the northwest region of the Phoenix metro area – by logging on to www.glendalesgotgame.com or www.visitglendale.com or by contacting the Glendale Visitor Center. Visitor Center hours are 10 a.m. to 5 p.m. Monday through Saturday. For more information, call 623-930-4500.



STORY IDEAS

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With these or any story angles you want to take, we'll help you find sources to interview and nail down necessary details. Consider these possibilities as starters:

- **Takin' it to the Max**

Max's Sports Restaurant in Glendale is part sports bar, part museum. As a sports bar, it's been named one of the top five in the country by *USA Today*. As a museum listed with the National Register of Museums, it boasts one of the largest football helmet collections anywhere with helmets dating back to 1914. The most recent helmet inducted into the collection was donated by three-time Pro Bowl quarterback Dave Krieg. The helmet is from the now-defunct Milton College, Krieg's alma mater. Originally established in 1978, Max's is one of the area's oldest sports bars and remains a local favorite with a hundred TV screens, a separate room for off-track betting, colorful regulars, and a diverse menu. It also offers interesting visuals with its resident mascot, the 6'3" 200-pound Jocko Bird that pays tributes to all manner of sports.

- **Football and Footwork**

Kurt Warner may not have won, but his stint on *"Dancing With The Stars"* proves that football and footwork do mix. So why not showcase a dance move or two while in town for gridiron action. Discover the footwork needed to master southwest favorites like the salsa. You don't have to be Glendale's own Lauren Froderman, winner of TV's *"So You Think You Can Dance,"* to get in the groove. Even the chronically inhibited can take part after a few margaritas.

- **Game Day Forecast: Chili today. Hot tamale.**

The weather forecast may not change much in the sunny southwest, but there's an endless variety of Mexican food to choose from. Go in search of the best enchilada – from the Tex-Mex style, to the Indian-influenced, to the fresh-from-Mexico Sonoran style to the nouveau cuisine with unexpected fillings. There's the madre-and-padre eateries to multi-location chains owned and run by generations of locals. Explore them all.

- **Inside the Birdhouse**

Get an insider's look at the Arizona Cardinal's state-of-the-art, home-field advantage – University of Phoenix Stadium in Glendale. Check out the architectural magic of this award-winning sporting facility in Glendale, named by *Business Week* as one of the Top 10 sporting structures in the entire world.

- **Sports Widows Guide To Glendale.**

Hundreds of thousands of sports fans follow the road to Glendale for NFL, Fiesta Bowl and BCS action. But if the gridiron holds no allure for their travel companions, there's still plenty to do. See what Glendale has to offer the "widows and widowers" of sports fanatics.

- **Can you take the heat?**

Put some extra kick into your reporting. Try this one out: Introduce your audience to the Red Savina Habanero pepper. It's the world's hottest pepper which thrives in the Arizona desert and has given rise to a specialty food line indelicately, but accurately, named for its signature product, "Ass Kickin' Hot Sauce." Showcase some off-field "ass kickin'" with stats on how hot peppers can get on the Scoville Heat Unit (SHU) scale, a measure developed in 1912 and still used today. See who can handle the Habanero pepper which leaves the jalapeno in the dust at an SHU of 570,000!



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LIVE SHOT VISUALS IN GLENDALE

GLENDALE, Arizona - Glendale offers an array of live shot opportunities that will make excellent visual backdrops during live broadcasts or pre-recorded packages.

1.5 Million Twinkling Lights (Myrtle to Glendale Ave; 55th Ave. to 59th Ave.)

After the sun sets, Historic Downtown Glendale is lit with more than 1.5 million twinkling holiday lights. This is the largest free holiday light display in Arizona. Historic Downtown Glendale is just four miles east of the stadium.

Dancing 40-foot Water Fountain at Westgate (93rd Ave; south of Glendale)

Immediately north of the stadium, Westgate City Center has a Las Vegas Bellagio-style 40-foot water feature, which creates an unbelievable light show in the night's sky. Westgate City Center is a 400-square-acre development featuring a vibrant mix of retail shops, an ever-growing selection of restaurants and bars, a 20-screen movie theater, as well as its outdoor WaterDance Plaza. Dubbed the "Times Square of the West," Westgate also features an assault of visually dramatic electronic billboards, all adding to the area's high energy excitement.

Glendale Glitter & Glow Block Party (59th Avenue and Glendale)

Glendale Glitters goes out with a bang with its annual finale to the season, the Glitter and Glow Block Party on Saturday, Jan. 8, from 4-11 p.m. More than 75,000 people will stroll the sidewalks where tethered balloons gently expand as pilots fire them up, dozens of bands perform all genres of music, street performers entertain. An extra hour of entertainment, the "After Glow" will feature The Chadwicks performing from 9:30-11 p.m. for those who just can't bear to go home and say farewell to the season's festive atmosphere and downtown Glendale's million-plus lights!

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Download Photography

Glendale boasts an online photo gallery of images using flickr. Here's how you can have access to hundreds of professional pictures that showcase major attractions in Glendale and the West Valley.

- Go to the pressroom online at www.glendaleaz.com/pressroom and click on Photo Gallery to view the Flickr images.
- You will need to have the free Flash player installed to view these images.
- Click on the slideshow to access individual images.
- When you are on an image you would like to use or view larger, click on the actions tab on the upper left corner of the image.
- Select the option to view all sizes.
- Once you are on the size window, you can select the option to download a large version of the image.

Please make note of captions and credit information on each image.

Download B-Roll

Approximately 30 minutes of B-roll is available for download featuring a variety of Glendale sites and sounds. To access video assets from the city's FTP site:

- Type <ftp://98.172.82.156> into the address bar of the web browser or ftp client. This will open the city's FTP site.
- No password is necessary.
- Footage for free use will be available in the folder called GLENDALE_BROLL.