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FOR IMMEDIATE RELEASE

## **Florida Citrus Bowl Games International Drive Improvement District Welcomes Thousands of Fans For Orlando's Bowl-a-Palooza FanFest International Drive December 26, 2008 – January 1, 2009!**

The world's # 1 tourist destination will once again be the focus of the entire country as International Drive is the site for a weeklong Bowl-a-Palooza FanFest leading up to two Florida Citrus Sports Bowl games December 27, 2008 and January 1, 2009.

The International Drive Improvement District is a premiere sponsor with Florida Citrus Sports for the event-packed week. More than 100,000 fans are expected to join in the festivities during the Champs Sports Bowl at 4:30 p.m. on December 27, 2008 when Florida State University plays the University of Wisconsin and for the Capital One Bowl at 1 p.m. on January 1, 2009 when the University of Georgia plays Michigan State University.

Both games are played at the Florida Citrus Bowl Stadium in downtown Orlando, the only city to annually host two top 10 bowl games in the same week.

The Champs Sports Bowl will be televised nationally on ESPN and the Capital One Bowl will be televised nationally on ABC.

Visitors are invited to bring the entire family to the Int'l Drive Resort Area for a fun-packed week of activities leading up to the big games! Live music, interactive games for the entire family, inflatables, a football field for the quarterback challenge, pep rallies, photo opportunities with the players and more! Many Bowl-A-Palooza Fanfest events will take place at [Pointe Orlando](http://www.pointeorlando.com) (www.pointeorlando) with more than 40 unique stores, great restaurants, nightlife and entertainment. Florida Citrus Sports will have a merchandise store on the first level that will sell team merchandise, Champs Sports Bowl and Capital One bowl patches and discounted Universal tickets.

Complimentary parking will be available with purchase a bowl patch. Daily admission is \$5 or a Bowl Patch may be purchased for \$10 for the entire week by going to [www.bowlapalooza.com](http://www.bowlapalooza.com) or [www.ticketmaster.com](http://www.ticketmaster.com).

FanFest events that are open to the public include:

### **Friday, December 26, 2008**

- Noon-8 p.m.: Bowl-a-Palooza FanFest opens at [Pointe Orlando](http://www.pointeorlando.com) with live entertainment and interactive fun for the entire family!
- Noon Champs Sports Bowl kickoff luncheon at Orlando World Center Marriott Resort
- 2 p.m.: Champs Sports Bowl Parade of Bands on Park Avenue in Winter Park
- 3:30-8 p.m.: Beer Garden opens at Pointe Orlando
- 5 p.m.: Champs Sports Bowl Pep Rally with coaches, bands and cheerleaders (Away) at [Pointe Orlando](http://www.pointeorlando.com)-on the 2nd level at the Bowl-a-Palooza stage

- 5:45 p.m.: Champs Sports Bowl Pep Rally with coaches, bands and cheerleaders (Home) at [Pointe Orlando](#)-on the 2nd level at the Bowl-a-Palooza stage

#### **Saturday, December 27, 2008**

- 11 a.m.-3 p.m.: Bowl-a-Palooza Fanfest events at [Pointe Orlando](#) with live entertainment and interactive fun for the entire family!
- 1:30 p.m.: BestBuy FanZone on McCracken Field at Florida Citrus Bowl Stadium Kuykendall Gardner Hospitality Village on Tinker Field
- 4:30 p.m.: Champs Sports Bowl Game at Florida Citrus Bowl Stadium – Florida State University vs. University of Wisconsin
- 8 p.m.: Post game party at Pointe Orlando

#### **Sunday, December 28, 2008**

- Noon-3 p.m.: Bowl-a-Palooza Fanfest events at [Pointe Orlando](#) with live entertainment and interactive fun for the entire family!
- 4 p.m.: Bowl-A-Palooza edition of the WMMO Downtown Concert Series featuring Cheap Trick.

#### **Monday, December 29, 2008**

- 11 a.m.-8 p.m.: Bowl-a-Palooza Fanfest events at [Pointe Orlando](#) with live entertainment and interactive fun for the entire family!

#### **Tuesday, December 30, 2008**

- 11 a.m.-8 p.m.: Bowl-a-Palooza Fanfest events at [Pointe Orlando](#) with live entertainment and interactive fun for the entire family!
- 11 a.m.: Spherion Orlando Citrus parade presented by Delta Airlines in Downtown Orlando
- 1--8 p.m.: Beer Garden opens at [Pointe Orlando](#)
- 5 p.m.: Capital One Bowl Pep Rally (Visitor) with coaches, bands and cheerleaders at [Pointe Orlando](#)-on the 2nd level at the Bowl-a-Palooza stage
- 5:45 p.m.: Capital One Bowl Pep Rally (Home) with coaches, bands and cheerleaders at [Pointe Orlando](#)-on the 2nd level at the Bowl-a-Palooza stage

#### **Wednesday, December 31, 2008**

- 11 a.m.-6 p.m.: Bowl-a-Palooza Fanfest events at [Pointe Orlando](#) with live entertainment and interactive fun for the entire family!
- Noon: Capital One Bowl kickoff luncheon at [Renaissance Orlando Resort at SeaWorld](#)
- All Day: New Year's Eve Party at [Universal](#)
- 2 p.m.: Big Ten Band performs at [Universal](#)
- 3 p.m.: SEC Band performs at [Universal](#)
- 8 p.m.: [Pointe Orlando](#) New Year's Eve party

#### **Thursday, January 1, 2009**

- 9 a.m.: Capital One FanFest on McCracken Field at the Florida Citrus Bowl Stadium
- 10 a.m.: Kuykendall Gardner Hospitality Village on Tinker Field
- 1 p.m.: Capital One Bowl Game at Florida Citrus Bowl Stadium – University of Georgia vs. Michigan State University
- 5 p.m.: Post game party at [Pointe Orlando](#)

For more information on Bowl-a-Palooza FanFest and an event schedule, visit [www.bowlapalooza.com](http://www.bowlapalooza.com).

Visit [www.internationaldriveorlando.com](http://www.internationaldriveorlando.com) for information on accommodations and planning a vacation in the International Drive Resort Area.

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